OCTOBER 16, 1950

BROADCASTING TELECASTING

DEPT. LIBRARY
COPYRIGHTED MATERIAL
NOT FOR PUBLICATION
OR REPRODUCTION
WITHOUT PERMISSION
OF THE PUBLISHER

PUBLIC LIBRARY
OCT 18 1950
DETROIT

IN THIS ISSUE:

Truman Praises Credible Journalism
Page 27

Patent Reactions To Color Decision
Page 23

NARBA Conference Nets in Balance
Page 25

Two Exciting Decades
Page 59

TELECASTING begins on Page 175

20TH year
The Newsweekly of Radio and Television.
$7.00 Annually
20 cents weekly

BROADCASTING

Vol. I No. 1 PUBLISHED IN WASHINGTON, D. C., OCTOBER 15, 1931 • $1.00 the Year 10c the Copy

THE NEWS MAGAZINE OF THE FIFTH ESTATE

STATION WOR NEWARK, N.J.

★ Operates on the most favorable WAVE LENGTH
has full time and is recognized as the standard of consistent program quality and clear dependable reception.

★ Enjoys Audience ACCEPTANCE
of more than ten years. Constantly growing in numbers, achieved by adherence to the highest policies and finest ethics of broadcasting.

★ Offers Intensive COVERAGE
in New Jersey, New York, Massachusetts, Pennsylvania and Rhode Island.

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, NEW JERSEY
New York Office: 1440 BROADWAY · New York City

THIS IS THE FIRST of hundreds of advertisements that WOR has run on the covers of BROADCASTING Magazine during the past 19 years.

It is an original indication of WOR's faith in *all* advertising and was one of the station's first steps in its strong and continuing support of the total radio industry.

This advertisement and others that have carried the WOR call letters are, we feel, greatly responsible for WOR's position today as the station that sells more for more people to more people than any other station in the United States.

XUM

Just a recruit!

So you think you're an old sea-dog adding another hash mark. Well, Broadcasting, when you've put in 28 years in radio . . . twice 10 doesn't look like much. Long before you tied your first square knot the U.S.S. WHAS had finished its shakedown cruise and joined the fleet.

But—all kidding aside, you're 4.0 Sol. You've made the fo'castle a better place to live and you've passed along the scuttlebutt like a CPO. Lay alongside anytime you're in Louisville. We'll have a cup of jamoke together.

WHAS
Now in our 29th year as flagship, serving and selling the Kentuckiana area.

BROADCASTING
Now proudly displaying its fifth hash mark for 20 years honorable service to the industry.

MANPOWER WITH PROVEN EXPERIENCE

11 Years Radio Station Representatives
New York and Chicago
Manager Radio Station WTOL
Advertising Agency Account Executive

HEADLEY-REED COMPANY

Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT ATLANTA · SAN FRANCISCO · HOLLYWOOD · NEW ORLEANS

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Build.ng, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

BEFORE week is out RCA will appeal FCC final decision adopting color standards. It's expected it will go to Federal District Court in New York, and will seek injunctive relief on grounds of irreparable injury.

FINAL report on KJBS San Francisco proposal for showdown of audience rating techniques to be made in mid-November by Dr. Kenneth H. Baker, chairman of impartial committee evaluating idea. Baker report, with suggested studies, to be ready in time for first board meeting of new Broadcast Audience Measurement, BMB successor.

SHORTLY TO BE finalized is expansion of H-R Representatives Inc., which will take over national representation of fast-moving Transit Radio Inc. Frank E. Pellegrin, sales vice president of Transit in New York, and Carlin French, Transit manager in Chicago, will become stockholder vice presidents of H-R Representatives, joining President Frank M. Headley, Executive Vice President Dwight S. Reed and Secretary Paul Weeks.

CARL BYOIR & Assoc., public relations firm, retained by RCA for color-TV fight. CBS public relations counsel is Ben H. Sonnenberg.

PORTENTS of better days for FM: WHO Des Moines about to program FM separately part of time and issue separate rate card. Major network reportedly has offered affiliation to major market FM-only station.

YOU CAN HEAR rumblings of Congressional investigation of FCC because of color decision almost anywhere around Washington. Prior to its adoption of CBS color last Wednesday, FCC was beseiged from high political places, to defer decision or reopen hearings, to which it returned 5-2 vote (see story page 23).

ONE FCC school, it's known, favors consideration of color as condition precedent to renewals of licenses or original grants, following pattern of Blue Book as between commercial and sustaining. Fixed percentage approach, spawned in Law Bureau, derives legal base from rules on minimum hours of operation for all classes of stations.

FCC COMR. ROBERT F. JONES, who has completed 2½ years of his seven-year appointment, in past few months has rejected several offers from private industry—all outside radio-TV fields.

IN SOME FCC quarters, thawing TV freeze is now regarded as academic. It's argued that even if freeze were lifted promptly, few new stations could go on air because of serious equipment shortages. Iconoscopes, used in TV cameras, are particularly scarce with military absorbing part of limited output, it's said.

Upcoming

Oct. 16: NAB Business Trends Conference, Waldorf-Astoria, New York.
Oct. 16: FCC Television hearings, general issues, Dept. of Commerce Auditorium, Washington.
Oct. 16-18: Assn. of Independent Metropolitan Stations, Lennox Hotel, St. Louis.
Oct. 18-21: NBC Annual Affiliates Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
(Other Upcomings on page 12)

Bulletins

RUTHRAUFF & RYAN querying stations for clearance on three-minute radio commercial for undisclosed client. Program, slated for Christmas marketing, will be extensive and probably include 75 markets.

NAB DISTRICT 2 VOTES DISASTER NETWORK PLAN

PROPOSAL for creation of disaster network in New York and New Jersey approved Friday afternoon by NAB District 2 at Albany meeting (early story page 26). Plan submitted by Gen. Lucius D. Clay, chairman of New York State Civil Defense Commission, in letter to William B. Fay, WHAM Rochester, District 2 director.

At least fourth of small market stations indicated in a survey they plan to raise rates in near future.

NBC O&O MEETING

NBC owned and operated stations will hold meeting of their own at Greenbrier Hotel, White Sulphur Springs, W. Va., at end of affiliates convention this week. Main convention begins Oct. 18 and ends Oct. 20. O&O meeting begins Oct. 20, runs through Sunday. James M. Gaines, NBC vice president in charge of owned and operated stations, will preside.

BOARD DEFERS REPORT

DEADLINE for President Truman's Temporary Communications Policy Board's report and recommendations on U. S. frequency uses and communications policies has been moved from Oct. 31 to Feb. 17 with President's approval, it was announced Friday. Headed by former FCC Comr. Irvin Stewart, board met last week, will convene again Oct. 24-25.

SOUTHERN PINES MERGER

MERGER of two daytime 1 kw outlets in Southern Pines, N. C. (pop. 4,500), reported in transfer bids. WEEB, MBS outlet on 1360 kc owned by J. S. Younts and Grace Lines, buys WSTS, independent on 990 kc, from Frank L. Baber for $25,000. Mr. Baber and W. E. Horner, publisher, Sanford, N. C. *Herald*, buying WWGP Sanford (1050 kc, 1 kw day) for $40,950 from Anna Louise Gregory (50%) and W. W. and Gerald C. Primm (each 25%). Application to be filed today (Monday). Transactions handled by Blackburn-Hamilton Inc.

Business Briefly

PHARMACO SPOTS ● Pharmaco Inc., Newark (Feen-A-Mint), planning radio spot campaign, 32 weeks, starting this month on West Coast. Agency, Duane Jones, New York.

SURF ADDING ● Lever Brothers adding to spot schedule for Surf in California and Florida. Agency, N. W. Ayer & Son, New York.

RADIO SET PRODUCTION DOUBLE 1949 RATE

PRODUCTION of radio sets in September (five-week month) doubled that of September 1949, reaching 1,317,295, judging by estimates for entire industry made Friday by Radio-Television Mfrs. Assn. Output of RTMA-only manufacturers for same month year ago was 532,468 radios. All-industry figures not compiled last year.

Television production by entire industry in September totaled 831,837 sets, easily an all-time record and comparing with 224,532 TV sets turned out in September 1949 by RTMA-only manufacturers.

'COMPATIBLE' COLOR SYSTEM FORESEEN BY SPRAGUE

"VERY SLOW growth indeed" for color "as presently selected by FCC" seen by "most informed persons" in industry, Robert C. Sprague, Radio-Television Mfrs. Assn. president, said Friday.

Vast majority of engineers and scientists believe compatible commercial color system will be available within "reasonable" time, he said, pointing to recent "enormous strides."

REEVES TO J-W-T BOARD

GEORGE C. REEVES, vice president of J. Walter Thompson and head of the Chicago creative staff, named to board of directors. Four Chicago staff members have been elected vice presidents. They are J. Mark Hale, Norton O'Meara, Clarence S. Lund and Burke Herrick, all account executives.

BARRETT DRIVE PROPOSED

McCANN-ERICKSON, New York, has recommended spot radio campaign to Allied Chemical & Dye Corp. (Barrett roofing), in southern markets. Firm currently uses only WAPI Birmingham, three times weekly.

AGENCIES CHANGE BUYERS

TOME CARSON, former timebuyer with Dancer-Fitzgerald-Sample, New York, joining Foote, Cone & Belding. Fred Cusick, with William Esty & Co., joins DF&S Oct. 23 as timebuyer. Dick McKeever, in media department of William Esty, moves up to spot radio and television buying succeeding Mr. Cusick.

'BIG STORY' TO BE WEEKLY

PALL MALL's television show *The Big Story* currently heard alternate weeks on NBC-TV scheduled to go weekly beginning in March. Agency is SSC&B, New York.

What Makes KRLD-TV "TICK"

Programing for Everybody

KRLD-TV leads the sports parade with TWO FULL HOURS OF FOOTBALL EACH SUNDAY AFTERNOON . . . plus a galaxy of other top stars and events.

All SMU games with Head Coach H. N. Rusty Russell . . . all Detroit Lions games . . . DALLAS and HIGHLAND PARK HIGH SCHOOL games direct from the playing field. Pre-game commentators include "Rusty" Russell . . . Jimmie Stewart, "Jimmie Dudley, Game of the Week," Harry Wismer and others. Wrestling direct from Dallas Sportatorium and the matches from the International Amphitheatre, Chicago; the Big Fights from Madison Square Garden. . . "Greatest Fights of the Century."

BIG-NAME STARS AND SHOWS from CBS and other outstanding sources include . . . Arthur Godfrey and His Friends, Horace Heidt's Youth Opportunity Show, Fred Waring and His Pennsylvanians, Ed Sullivan, "Toast of the Town," Ken Murray, "KRLD-TV Playhouse," Perry Como, Faye Emerson, "Airflyte Theatre," "Ford Theatre," Clifton Fadiman, Abe Burrows, Gene Autry, Morton Downey, "What's My Line."

Women's interest shows present "Variety Fair" with Gerry Johnson, "Package from Green's (Dress Maker's Salon), Martha McDonald Kitchen, Look Your Best, Fun With Food, Mrs. Herbert Emery's Book Reviews.

Owners and Operators of

KRLD

50,000 WATTS
FULL TIME

BIG . . . *in the heart of Texas*

The BIGGEST TELEVISION MARKET *South of St. Louis and East of Los Angeles*

Over 75,000 TV RECEIVING SETS IN DALLAS *and* FORT WORTH

KRLD-TV's *Primary Coverage Area*

Dallas and surrounding counties combine to compose the Southwest's largest Market Area with more than a MILLION POPULATION within KRLD-TV's primary coverage pattern. Within the 100-mile radius reside more than TWO MILLION, largely urban persons, with top buying power. Retail sales for Dallas and Tarrant counties alone add up to the staggering total of $1,191,536,000. Television receiving sets in the area are mounting with accelerated speed. According to Broadcasting-Telecasting's last published report there were 72,000 sets in KRLD-TV's effective coverage area, with the present rate of increase at 5,000 or more per month.

KRLD-TV is the CBS STATION for DALLAS and FORT WORTH

This is why

KRLD-TV

Channel 4

is your best buy

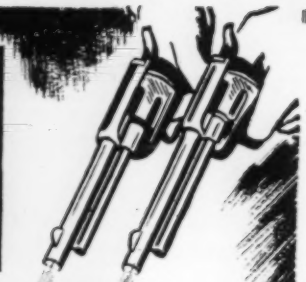
The TIMES HERALD *Station*

The BRANHAM COMPANY—Exclusive Representatives

GET THE STORY...

How just one announcement brought . . .

10,000 REQUESTS FOR "CISCO KID" MASKS



Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

Truman Praises Radio-TV as 'Audible Journalism'... 21
NBC Plans Agenda For Station Meet 21
Violent Reactions to FCC Color Decision..... 23
Spots Get More Emphasis in Video..... 23
In Review—Roosevelt and McBride..... 24
NARBA Fate in Balance..... 25
Hoffman-Pauley WOR Bid for Don Lee Accepted.. 25
District Two Briefed on Plant Protection..... 26
NAB Boston Meet Told FM Tide Turning..... 26
WTUX Renewal Denied on Horse Race Policy..... 28
FCC Reminds Sponsors of Identification..... 28
Radio Workers Covered in Employment Report.... 29
Brewster Defends AMA Drive..... 31

TELECASTING starts on page 175

DEPARTMENTS

Agency Beat 10
Aircasters 44
Allied Arts 52
Editorial 50
FCC Actions 46
Feature of Week 16
Front Office 42
New Business 14
Upcoming 12
On All Accounts 10
On the Dotted Line 174
Open Mike— 65
Anniversary 65
Our Respects To 50
Programs, Promotions 48
Premiums 48
Strictly Business 16

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Halley, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

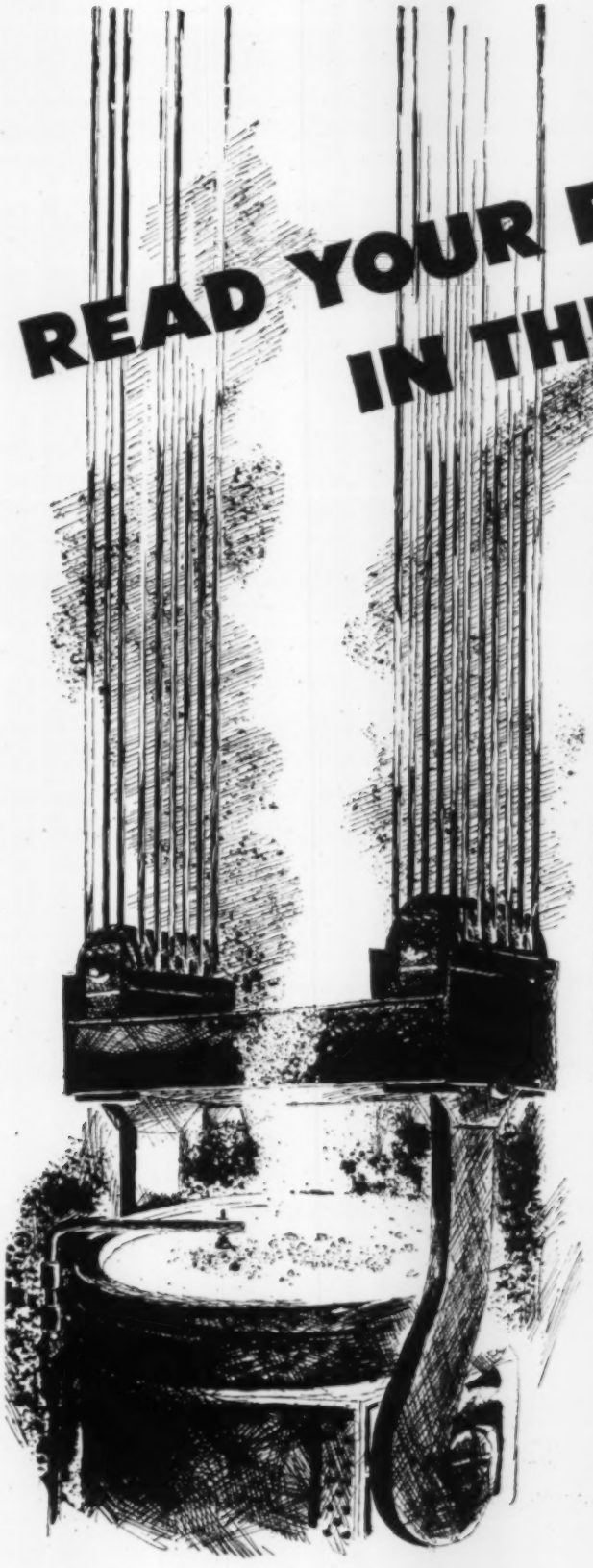
BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

READ YOUR FUTURE IN THIS BIG CUP



This is a ladle of molten steel. It is a handy thing to have around in peace or war... a slight change of formula and the steel that would have been your car is ready to become a tank, or a gun or a ship.

This ladle is in an American steel mill, but an Iron Curtain ladle would look much the same. We have more steel mills in America than there are anywhere else, but the difference between the U.S. and the Reds is not in equipment. It is in ideas.

Communists, socialists and even our own "social-planners" miss the whole secret of real industrial production. Yet, the smallest businessman in the tiniest factory in America knows how it is done... Hustle is the word. Turn Americans loose to compete and they roll up production totals that stagger the world. The steel business is an example. Competition has made it big and strong and husky... handy to have around right now, because it can outproduce Russia and her satellites 3 to 1.

COMPARISON OF STEEL CAPACITY

U.S.
100,000,000 NET TONS

Iron Curtain countries
33,000,000 NET TONS

3 to 1

AMERICA'S STEEL INDUSTRY
Greatest Industrial Triumph of Free Men
More than 200 companies make up the free and independent steel industry of America.

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

How's the Weather

IN PITTSBURGH . . . AND

Just for fun, look *now* at the "Weather in Other Cities" section of your newspaper. How are those varying conditions affecting consumers' buying impulses . . . and the "sell" you put into your commercials?

As many leading agencies know, "Spot Radio may be more trouble and work, but it's a lot more effective." May we tell you the steps F&P takes to *reduce* the trouble and increase the effectiveness?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

XUM

ND PEORIA . . . AND SAN ANTONIO?

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

XUM

"Come on in . . the company's fine!" Look over this partial list of our clients and you'll see why you, too, should investigate our low cost coverage.

Anacin	RCA Victor
Chevrolet	RKO Palace
General Elec. Supply Co.	Sealtest Milk
Johnson's Wax	Sears Roebuck
Kirby Vacuum Cleaners	TWA
Loew's Theatres	Yellow Cab

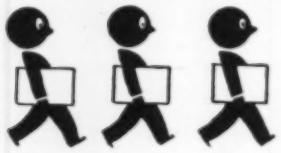
night and day it's WDOK

LOW COST COVERAGE

serving Ohio's 1st market 24-hours a day

WDOK Cleveland 1260 kc. 5000 w.

Represented by Everett-McKinney



agency

MARY POLOSON named timebuyer at Henri, Hurst & McDonald, Chicago. Was assistant in department. Succeeded by LAURA EGGLESTON, C. E. Hooper, N. Y.

EMERSON FOOTE, president Foote, Cone & Belding, N. Y., resigns. Has been inactive due to illness since last spring. DON BELDING, president West Coast office, will continue to oversee N. Y. operations as he has done during Mr. Foote's leave of absence. FAIRFAX M. CONE, chairman of board, will continue to operate Chicago office.

WILLIAM J. WATTS, Cecil & Presbrey, N. Y., to media department Sullivan, Stauffer, Colwell & Bayles, N. Y.

MARY O'BRIEN, spacebuyer, David S. Hillman Inc., L. A., named radio-TV timebuyer replacing LEONA D'AMBRY, resigned.

THURMAN L. BARNARD, vice president and director Compton Adv., N. Y., elected executive vice president. With agency since December 1945.

FREDERICK C. ADAMS, Allied Chemical & Dye Corp.; RICHARD D. FARRELL, Transradio Inc., and JOHN M. POOLE, Phila. freelance copy-

on all accounts

IN 1930 a successful Wall Street broker advised Dan Rivkin's relatives to get him out of radio advertising at once, it was nothing but "a novelty that would disappear in a few months . . . a ridiculous thing . . . a racket . . . people wouldn't stand for advertising messages invading the privacy of their homes." Dan Rivkin didn't take the advice.

Dan was born in Hartford, Conn., Aug. 2, 1899. He served in the first World War, enlisting at the age of 17. He returned from overseas in 1919 and entered the mail order field where he remained for 10 years, with a brief sortie in real estate. In 1929 the Dan Rivkin Advertising Agency was formed in Philadelphia.

The agency is unique in that it boasts of its "smallness" in an age that has become accustomed to "the largest of its kind" braggadocio. Dan operates from one small office without any staff. Outside artists and script writers are used as needed. This low overhead enables a successful operation for clients with limited budgets. Frequently clients are surprised by Dan Rivkin's recommendation that they decrease rather than increase their budget.

DAN

About half of all the Rivkin accounts are radio advertisers—several using radio exclusively with great success. These accounts are primarily local and include Berg Brothers Clothing, Ford Optical Co., John Kohler Clothing, Richards Clothes, Royal Shoe Stores, Schulte Optical Co., and Spiro's Ladies Apparel. The commercials, mostly transcribed announcements, usually are one-minute or twenty-second spots. "In spite of television, radio continues to click for these clients," according to Dan.

During World War II Dan had a share in the voluntary war efforts of individual agencies. Immediately after Pearl Harbor, advertising men throughout the country were approached by Washington officials to put out much needed war effort publicity until such time as the government was better organized to produce its own. Dan stepped forward at once and with the cooperation of clients who gave free air time, supplied broadcasts of patriotic messages and discussions.

No amazing success stories appear in Dan's history in the advertising field. He does not offer his clients a "message" that will sweep

(Continued on page 52)

beat

writer, to Kenyon & Eckhardt, N. Y., in copy department.

TAYLOR STRAWN, California Novel-Art, S. F., to research department Foote, Cone & Belding, S. F.

JOSEPH J. TOMASSI, Woodard & Fris, Albany, N. Y., to executive staff American Assn. of Adv. Agencies, N. Y., to assist **Kenneth Godfrey,** senior executive in charge media operations and research. Replaces **WILLIAM McNAMEE,** to active duty with Navy.

MARIANN ANDERSON, KRON-TV San Francisco program department, to L. C. Cole Co., S. F.

E. TAYLOR WERTHEIM, vice president Yates, Wertheim & Babcock, N. Y., forms new agency, Wertheim & Breig, N. Y. and Phila., with **JEAN H. BREIG,** manager Phila. office.

LAWRENCE E. KELLEY to West-Marquis Inc., Long Beach, Calif., as account executive.

DUANE BOGIE to Foote, Cone & Belding, Chicago, as producer of video shows and commercials from director WNBQ (TV) same city.

JACK L. BRUMBACK, radio-TV network representative for ABC in S. F., to Goldthwaite-Smith Adv., S. F.

JOHN S. CROSBIE, general manager Canadian Advertising Agency, Montreal, to senior executive J. Walter Thompson Co., Toronto.

AVIS PHILBROOK, time and spacebuyer, W. Earl Bothwell Inc., Hollywood, to Biow Co., same city, in similar capacity.

M. E. (Bob) HARRISON, account executive Adolph L. Bloch Adv., Portland, Ore., to Mac Wilkins, Cole & Weber, same city, as production manager. **PHYLLIS KOHLMEIR** to assistant in production department.

MARY GRINNAN transfers from production staff, Brisacher, Wheeler & Staff, L. A., to media director replacing **LEE TODD,** resigned.

JAMES A. McGARRY, assistant to president of BBDO, N. Y., named chairman radio committee 1950-51 N. Y. campaign of Arthritis & Rheumatism Foundation.

EARLE J. DUMONT, Walter McCreery Inc., Beverly Hills, Calif., to U. S. Anderson Co. Adv., L. A., which moves to larger offices at 7321 Beverly Blvd. Phone: Webster 7296.

CATCHING up on 1950's advertising scene at the recent Central Council meeting of the American Assn. of Advertising Agencies in Chicago are (l to r): Louis N. Brockway, executive vice president, Young & Rubicam, New York; Hugh Davis, executive vice president, and Fairfax Cone, board chairman, Foote, Cone & Belding, Chicago; Clarence Goshorn, board chairman, Benton & Bowles, New York, and Jerry Stolzoff, vice president, Cramer-Krasselt, Milwaukee. All of those pictured, except Mr. Cone, appeared on a TV panel conducted by Mr. Goshorn.

2 *Great Shows Starting Today—*

"Hollywood Matinee"

Monday thru Friday – 2 to 3 PM

A full-length feature film each afternoon for the housewife, offering suspense, thrilling love stories, delightful comedy, tuneful musicals. One minute participations available to advertisers between the "acts." The same show—the same films—that have proved a sensation in afternoon programming in other major markets!

Plus

"The Modern Woman"

Ruth Crane

—a smart, highly viewable half hour for the housewife. Tips on how to save money, time, work and worry . . . demonstrations of latest techniques in homemaking, new devices fashion, top personalities in current affairs. **Advertisers' products to be completely demonstrated** by one of tv's most successful sales personalities—Ruth Crane, assisted by popular Jackson Weaver.

Monday thru Friday — 3 to 3:30 PM

Call ABC Spot Sales for availabilities

Congratulations to BROADCASTING on twenty years of constructive service to the broadcasting industry!

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

upcoming

NAB District Meetings

Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.

Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Nov. 9-10: Dist. 5, Ansley Hotel, Atlanta.

Oct. 16-20: Society of Motion Picture and Television Engineers annual convention, Lake Placid Club, Lake Placid, N. Y.

Oct. 17-18: NAB Board BAB Committee, BAB Hdqrs., New York.

Oct. 18-19: Kentucky Broadcasters Assn., Chesmotel Lodge, Hopkinsville, Ky.

Oct. 18-20: Board of Directors, Canadian Assn. of Broadcasters, Mount Royal Hotel, Montreal.

Oct. 22-24: 10th District convention, Advertising Federation of America, Amarillo, Tex.

Oct. 23-24: NAB AM Radio Committee, NAB Hdqrs., Washington.

Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.

Oct. 26-28: Audio Engineering Society Audio Fair, Hotel New Yorker, New York.

Oct. 29-31: National Assn. of Educational Broadcasters Convention, U. of Kentucky, Lexington.

Oct. 29-Nov. 4: National Radio & Television Week.

Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.

Oct. 31-Nov. 1: AAAA Eastern Conference, Roosevelt Hotel, New York.

Nov. 3-4: Institute of Radio Engineers Kansas City Section, second annual Regional Papers Conference, President Hotel, Kansas City, Mo.

Nov. 9-10: Ohio Assn. of Broadcasters meeting, Columbus.

Nov. 10: Michigan AP Broadcasters Assn. meeting, Lansing.

Nov. 10-11: Michigan Assn. of Broadcasters, Hotel Olds, Lansing.

Nov. 15: House Ways & Means Committee Hearing on Excess Profits Tax, New House Office Bldg., Washington.

Nov. 15-17: NAB Board, NAB Hdqrs., Washington.

Nov. 15-25: Inter-American Assn. of Broadcasters Second General Assembly, Sao Paulo, Brazil.

Nov. 16: AAAA Michigan council meeting, Hotel Statler, Detroit.

Nov. 16-18: National Assn. of Radio News Directors Convention, Hotel Sherman, Chicago.

Nov. 27: Congress resumes.

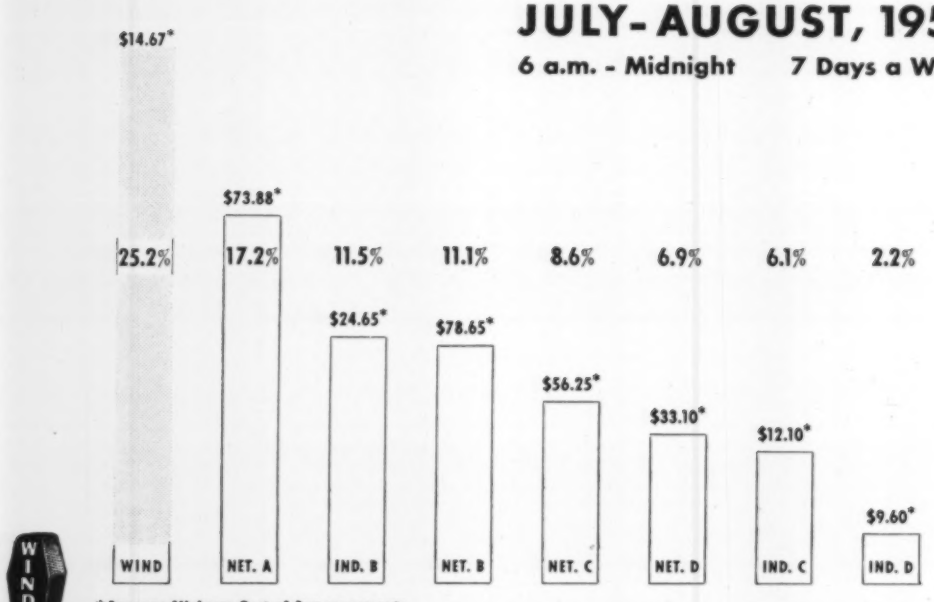
SENTINEL of radio and television as potential means of warning and aiding the American people in the event of atomic attack was aired at the Radio Executives Club luncheon in the Waldorf-Astoria Hotel Oct. 5. Gen. Lucius D. Clay, chairman of New York State Civil Defense Commission, delivered the key address before prominent network officials. L. to r: Seated, Comdr. Mortimer W. Loewi, director, DuMont TV Network; Gen. Clay; Robert Saudek, ABC vice president and president of REC; Frank White, MBS president. Standing, John Karol, sales manager of CBS and past president of REC; Seymour Siegel, director, WNYC New York; Ralph Weil, general manager, WOV New York, REC vice president; William S. Hedges, NBC vice president; Mark Woods, ABC vice chairman of the board; Edgar Kobak, part owner of WTWA Thomson, Ga.; Joseph H. Ream, CBS executive vice president.

John Jefferson Injured

JOHN JEFFERSON, CBS correspondent, has been listed as injured in a plane crash Oct. 12 in Japan. The Air Force reported that the plane crashed while attempting a pre-dawn landing at an air base in southern Japan.

W-I-N-D FIRST IN CHICAGO
OUT-OF-HOME AUDIENCE

JULY-AUGUST, 1950
6 a.m. - Midnight 7 Days a Week



*Average Minimum Cost of Announcements

SOURCES: Pulse of Chicago Out-of-Home Survey and Standard Rate and Data

SALES DEPARTMENT • 400 N. MICHIGAN AVE. • CHICAGO 11, ILLINOIS • WHitehall 4-2170

KATZ AGENCY, INC.
REPRESENTATIVES

WTCH Helps Shawano Evening Leader Reach The Northeastern Wisconsin Market

WTCH serves more than 150,000 families in northeastern Wisconsin. It is a 1000 watt daytime station operated in conjunction with the Shawano Evening Leader, Shawano, Wisconsin. The 240 foot Truscon Tower with 52 x 48 Truscon Ground Screen assures an excellent signal.

"We are very well satisfied with our Truscon Radio Tower" says WTCH Manager, D. W. Hodgins. "Recently the tower withstood 80-mile-an-hour winds with no damage and no loss of operation. It has also withstood heavy sleet storms and other adverse weather conditions which we in northern Wisconsin experience, especially in the winter."

Another
TRUSCON
TOWER OF STRENGTH
240 FT.
HIGH

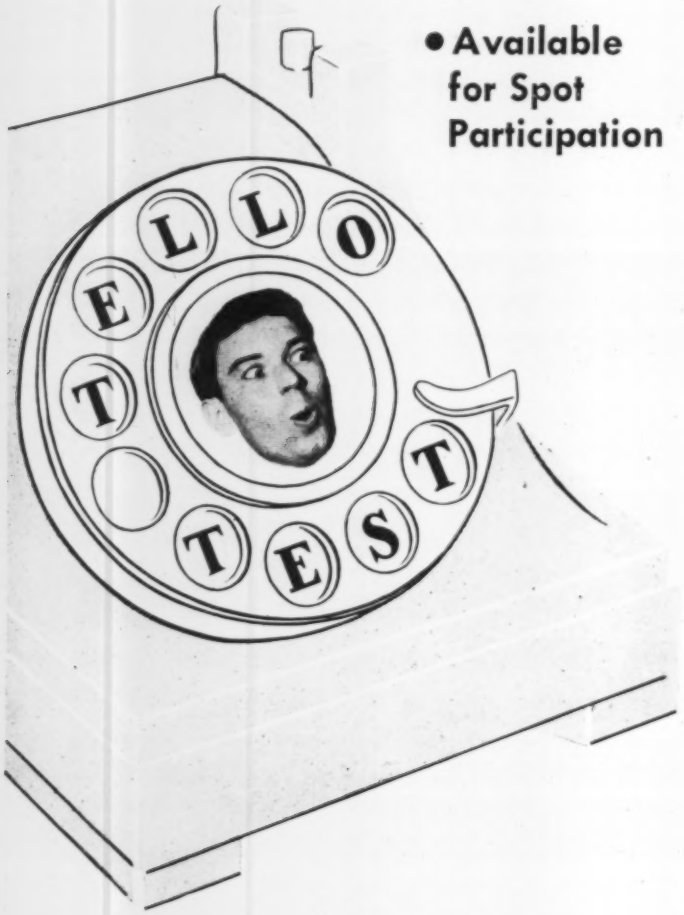
Truscon Radio Towers have a world-wide reputation for "staying in business" under all types of topographical and meteorological conditions. Each installation is engineered to the particular requirements of the job.

Whether you're planning in terms of AM, FM, or TV, call or write your nearest Truscon district office. Capable technicians will work with you in selecting location and type of tower—guyed or self-supporting, uniform or tapered cross-section, tall or small—which best will serve you and your audience.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TOWERS
TRUSCON COPPER MESH GROUND SCREEN

DIAL THIS NUMBER TO REACH THE RICH, NEW ORLEANS MARKET!



• Available for Spot Participation

• There's certainly nothing "phone-y" about the results sponsors get from this radio "number". Every afternoon for 25 minutes, versatile OLLIE CAIN asks the questions—correct answers by the listeners earn valuable prizes. Better get details right away!

• Write, wire or phone your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

new business

SINCLAIR REFINING Co. (Super Power Sinclair gasoline), using local TV, local radio programs and spot announcements to supplement its fall campaign. Company has bought radio programs in 17 markets while 3,575 spot announcements are being used in 19 cities. TV spots are sponsored in Washington, Phila., Chicago and Detroit. Agency: Morey, Humm & Johnstone Inc., N. Y.

FLINCO Inc., Salt Lake City (motor oils, gasoline, tires, etc.), appoints Ross Jurney & Assoc. to direct advertising. **Wilby M. Durham**, account executive, buying quarter-hour strips on Intermountain Network stations.

TELEVISION INSTALLATION SERVICE Assn. (service companies), names Marvin Gordon & Assoc., Chicago, to direct advertising and promotion. Plans for all media being formulated.

CLUETT, PEABODY & Co., N. Y. (Arrow menswear), planning TV spots in 10 key cities to begin after first of year. Agency: Young & Rubicam, N. Y.

TEXSUN CITRUS EXCHANGE, Weslaco, Tex., names Tracy-Locke Co., Dallas, to direct advertising. Radio may be used.

PHILIP MORRIS, (cigarettes), expanding TV spots from 23 markets to 42 markets starting this month. Spots are one-minute films and station breaks. Agency: Biow Co., N. Y.

SMOKED FISH Co., S. F., appoints Ad Fried, Oakland. TV will be used.

ASHER Bros., N. Y. (Scotty Pops candy), names Manhattan Adv. to direct TV and other advertising.

EGGO FOOD PRODUCTS, San Jose, appoints Benet Hanau & Assoc., same city. Radio will be used.

Network Accounts . . .

P. LORILLARD & Co. (Old Gold cigarettes) to sponsor second segment *Queen for a Day*, MBS, 11:45-12 p.m., EST, Mon.-Fri., effective Jan. 1. Agency: Lennen & Mitchell, N. Y.

PABST SALES CO., Chicago (Pabst beer, ale), sponsoring International Boxing Commission bouts on CBS, Wed., 10 p.m., in addition to sponsorship IBC matches over CBS-TV. Agency: Warwick & Legler, N. Y.

ROMA WINE Co., S. F., signs for sponsorship *Party Time at Club Roma*, half-hour variety TV program, on approximately 30 NBC-TV stations. Show, produced and emceed by Ben Alexander, is first network TV show to be created in S. F. Willat & Diner, S. F., will film program for distribution by NBC-TV, N. Y. Agency: Foote, Cone & Belding, S. F.

Adpeople . . .

HARVEY M. BOND, advertising manager Helbros Watch Co., N. Y., to Benrus Watch Co., N. Y., as advertising manager.

HERBERT C. CLARIDGE, vice president Salada Tea Co., Boston, elected president Tea Assn. of U.S.A., succeeding retired ROBERT B. SMALLWOOD, president Lipton Tea Co., who became chairman of Tea Council.

ROBERT R. MATHEWS, vice president of American Express Co., to General Foods in new position of assistant director of advertising. WILLARD P. BROWN Jr., assistant to HOWARD CHAPIN, director of advertising, becomes assistant to CHARLES G. MORTIMER Jr., vice president in charge of marketing. RICHARD WHIDDEN, assistant to division manager personnel department, becomes assistant to Mr. Chapin.

Westinghouse WOWO in Fort Wayne now brings NBC Network Programs to its ever-growing audience

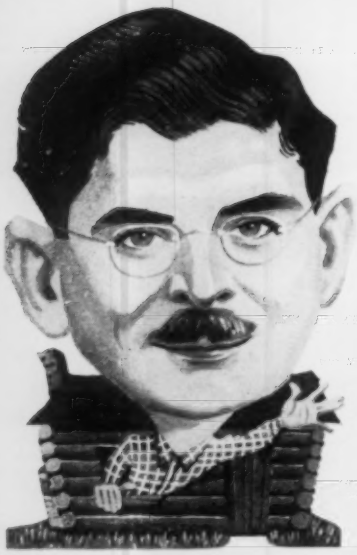
Effective October 15, WOWO carries a gala line-up of star-studded NBC Network shows.. maintaining, at the same time, the traditional Westinghouse local programming that has put WOWO way out front in ratings for both Fort Wayne itself and a 49-county BMB area.

For a better-than-ever buy in coverage of this rich market, consult WOWO or Free & Peters!

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • KEX • WOWO • WBZ-TV

National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



Ludlam's Lodge

We call it "Sportsmen's Lodge," a regular niche on the sportsmen's listening post at 5:00 each Saturday afternoon. It's an authoritative program of hunting, fishing, resort and travel information reported by WRC's Outdoor Editor, Kennedy Ludlam.

Ken Ludlam's easy, wisely paced half hour includes late hunting and fishing news, supported by last minute long distance 'phone reports — they're standard outdoor bulletins for all outdoor men and women.

"Sportsmen's Lodge" may well become your sales avenue to this busy and wealthy sports market. Call WRC or National Spot Sales.

5:00 - 5:30 PM
EVERY SATURDAY

FIRST in WASHINGTON
WRC NBC
5,000 Watts

feature of the week

Working on plans are (l to r): Seated, Norman Sharfman, Sharfman Jewelers; Mr. Brown; A. H. Elliott, W. T. Grant Co.; standing, Fred Christmas, Kennedy's Men's Store; Sherwin T. Borden, Sears & Roebuck, and Mr. Krueger.

* * *

IT MAY be free advertising for some non-advertisers, but WTAG Worcester's new year-round retailer-public service campaign is rock-ribbed business-wise.

When the station management restudied the local market scene this fall, it noted that many shoppers leave the hometown to seek "buys" elsewhere—usually in Boston, 40 miles away and for some in the WTAG area, only 20 miles distant. An estimated half-million people live in the retail area.

The station's answer is a round-the-clock, round-the-calendar promotion with an estimated 8,000 spots to be aired during the year. It's aimed at those Worcester County residents who feel that selection and quality of "big city"

(Continued on page 34)

strictly business

EDDY ALLEN

TRYING to *sell* something new in the *selling* field is a hard nut to crack. That's the problem licked by Budget Pack Inc., Los Angeles, armed with radio in one pocket and Eddy Allen, general manager of its sales department, in the other.

Ever since Eddy joined the firm as a salesman in 1933, Budget Pack has been aggressive, waging one battle after another to promote its cellophane package as the commodity most likely to sell goods from the grocer's shelf. When radio entered the picture during World War II, Budget Pack had a new and different problem—that of replenishing an already scarce material in the grocery store.

It was one of those moments in radio history when the medium *outsold* its usefulness.

As the man who helped engineer Budget Pack's sales success, Eddy Allen also is an individual with a personal history which could match Horatio Alger in the best of tradition.

Born in New York City, Eddy

(Continued on page 34)

once upon a time . . .

a fellow wrote a song . . . it went something like this . . .

"The longest way round is the sweetest way home"

That's alright for certain cases . . . (we know about the birds and the bees, too)

but . . .

in radio, it's a little different.

To get the most out of your advertising dollar, the shortest and quickest way into the prospective buyers' home is, by far, the "sweetest" way to the advertiser.

In the *rich* Wyoming Valley Market WBRE is a sure bet to do the best job for you.

It is definitely
the
FIRST station
in Pennsylvania's
FOURTH
largest marketing area.

CBS AFFILIATE

A M **WBRE** F M

WILKES-BARRE, PENNA.

SOLD ON BILL MAYER . . . both listeners and Watkins Furniture Company of Cleveland! Watkins says that Mayer's sincere presentation has helped in direct sales and in doing an institutional job of selling their stores. Watkins has just signed Bill to a new daily quarter-hour period in addition to their two-year-old morning segment. This is the result of sales results through WGAR.

PROMOTION ON THE RIGHT TRACK! More than 800 persons boarded a WGAR-sponsored special train to the Ohio State Fair at Columbus. They were entertained en route by WGAR personalities and were given conducted tours to the exhibits. When those who attended think of good times . . . they think now of WGAR. Wise timebuyers do likewise!

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

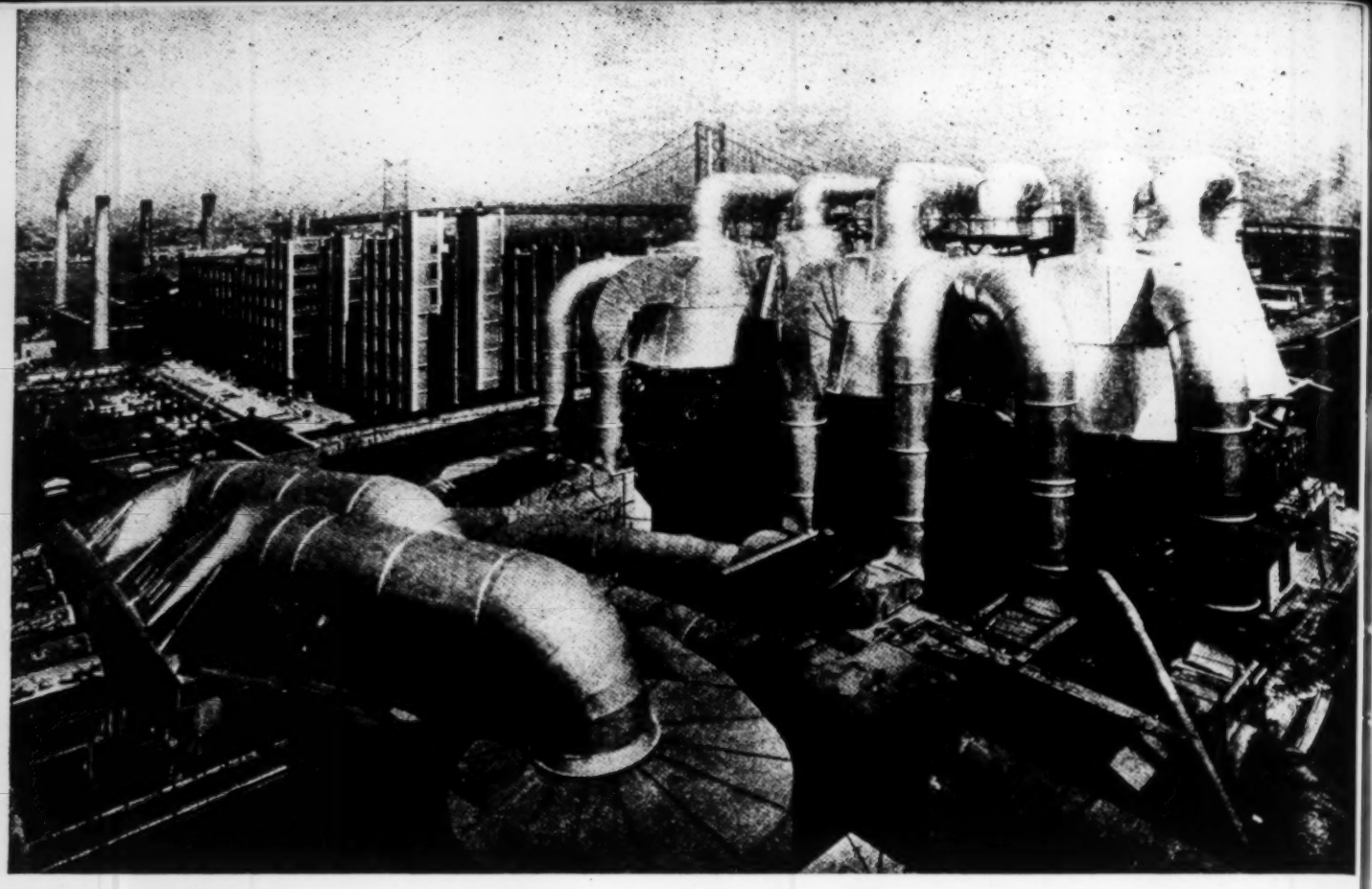
Write for helpful radio presentation: "A Six Billion Dollar Picture".

MAX ROSENBLUM . . . "daddy of the sandlots" . . . organized the Cleveland Baseball Federation which provides sports equipment and medical aid for the city's youngsters. His proteges have reached the top in many fields. He is founder of Rosenblum's . . . a department store now in its 40th year . . . and one of WGAR's oldest advertisers. Pictured here is Ted Boynton of WGAR and Mr. Rosenblum signing his *16th yearly renewal!*

SWING SHIFT IS BACK... and more and more listeners are shifting to Morgan's Musical Inn... where genial proprietor, Hal Morgan, does the unusual. This late evening show is now available for sponsorship. For sales results, ask about the Hal Morgan Show on WGAR and *get into the swing!*

RADIO . . . *AMERICA'S GREATEST ADVERTISING MEDIUM*

WGAR . . . Cleveland . . . 50,000 watts . . . CBS • Represented Nationally by Edward Petry & Company



The meaning of "RADIO HEADQUARTERS"

THE activities of the RCA Victor organization are not confined to the manufacture and sale of radio receivers, but are diversified in every branch of the radio broadcasting and radio entertainment field. Aside from the fact that more millions of listeners are today enjoying their radio programs and their phonograph selections through the medium of equipment bearing the famous RCA seal and the familiar Victor trademark than through any other medium, the RCA Victor organization has developed and has furnished the nation with the finest in Broadcast Transmitters, Power Radiotrons, and associated equipment to originate the programs which create and sustain "listener interest."

Add to this the fact that the world's greatest library of recorded selections has been compiled and is being maintained by this same organization, both for broadcasting and for home entertainment purposes,—that this same organization has produced recording equipment for the home, is equipping the nation's schools, hotels, apartments, hospitals, and other institutions with Centralized Radio Systems, and is cautiously leading the way to practical Television minus ballyhoo in the best equipped radio research laboratory and with the best engineering talent available,—and you will begin to grasp an idea of the magnitude of the industry which is concentrated at

RCA Victor Company, *Inc.*

ENGINEERING PRODUCTS DIVISION
Camden, N. J.

The one company that has everything for every broadcaster

AM
FM
TV

• There's an RCA Broadcast Equipment Specialist ready to aid you with your problems. Get in touch with him at the RCA office nearest you.

NEW YORK 20, NEW YORK
36 West 49th Street
Telephone: Circle 6-4030

CLEVELAND 15, OHIO
718 Keith Building
Telephone: Cherry 1-3450

CHICAGO 11, ILLINOIS
666 N. Lake Shore Drive
Telephone: Delaware 7-0700

ATLANTA 3, GEORGIA
522-533 Forsyth Building
Forsyth and Luckie Sts., N. W.
Telephone: Walnut 5946

DALLAS 1, TEXAS
1907-11 McKinney Avenue
Telephone: Riverside 1371, 72, 73

HOLLYWOOD 28, CALIFORNIA
1560 N. Vine Street
Telephone: Hollywood 9-2154

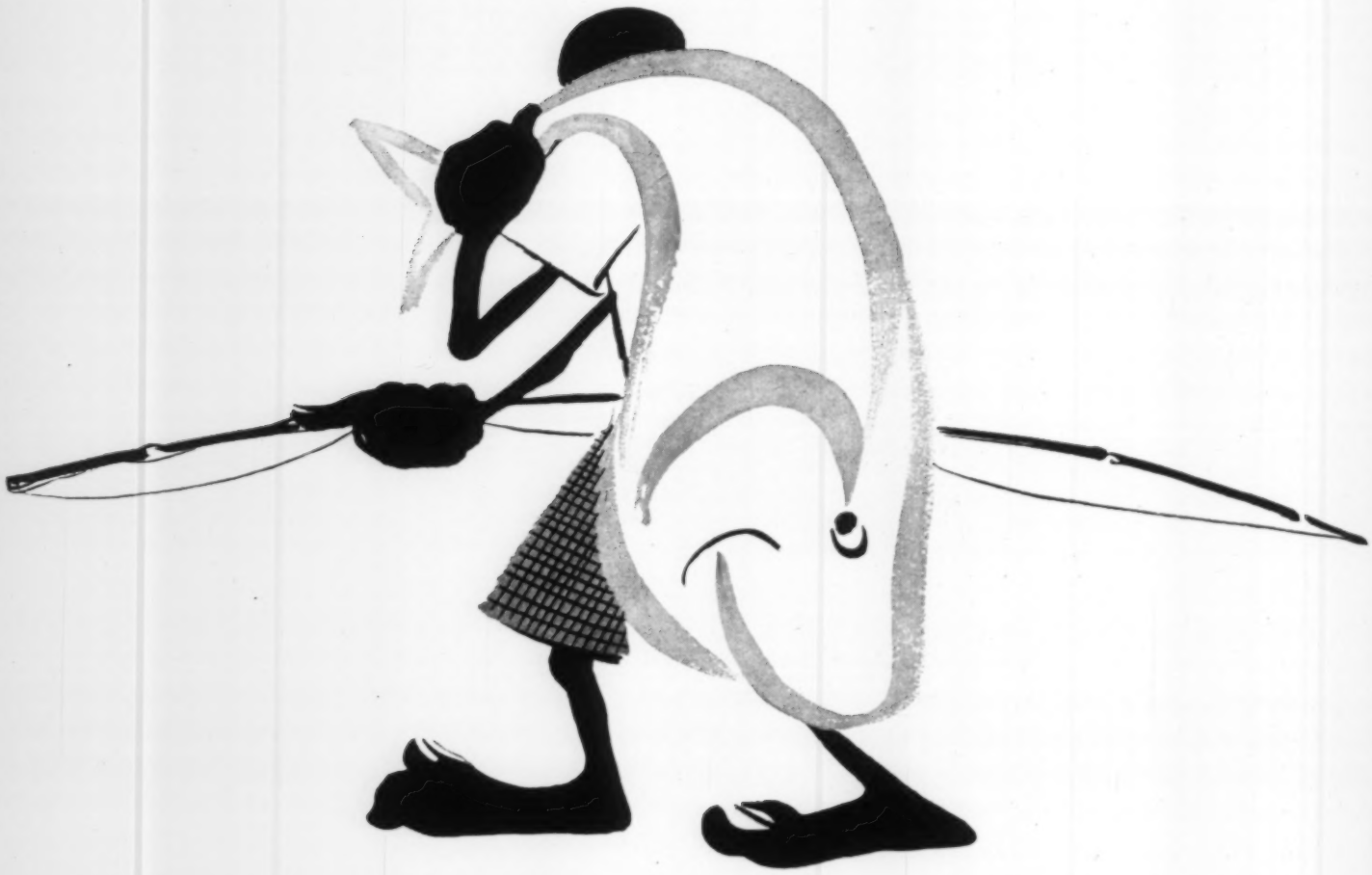
SAN FRANCISCO 3, CALIFORNIA
1355 Market Street
Telephone: Hemlock 1-8300

KANSAS CITY 8, MISSOURI
221 West 18th Street
Telephone: Victor 6410

WASHINGTON 6, D. C.
1625 K St., N. W.
Telephone: District 1260

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



You get a lot for a little*

IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE FAMILIES-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE

BROADCASTING
TELECASTING

Vol. 39, No. 16 WASHINGTON, D. C., OCTOBER 16, 1950 $7.00 A YEAR—25c A COPY

RADIO (and TV) Are 'Audible Journalism' . . . . Truman

PRESIDENT TRUMAN, just prior to his departure for his Pacific rendezvous with Gen. Douglas MacArthur, reiterated his faith in a free American radio, on equal footing with the press.

In a letter to BROADCASTING-TELECASTING on the occasion of the beginning of its 20th year of publication, the Chief Executive described both radio and television as the media that constitute "audible journalism." The letter, to Sol Taishoff, editor and publisher, urged the continued espousal of "free, competitive radio institutions in the established American tradition."

[Full text of letter is reproduced as the frontispiece of "Two Exciting Decades" special section of this issue which begins on page 59].

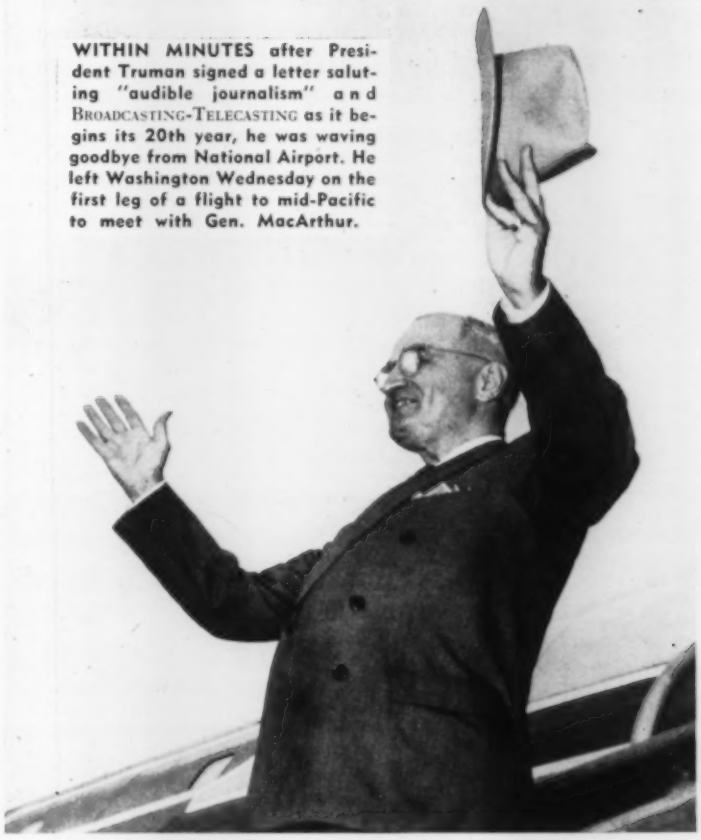
It was the second time since his assumption of the Presidency more than five years ago, that Mr. Truman paid tribute to radio. Like his radio-minded predecessor, Franklin D. Roosevelt, he underscored radio's importance to the national welfare and its indispensability to our free democratic institutions.

Hoover Lauds Radio

Former President Herbert Hoover, the only living ex-Chief Executive, also commended radio for its progress as "a mighty entertainment and moral force" in a letter to BROADCASTING-TELECASTING commemorating the anniversary. He was President when BROADCASTING was founded in 1931, and he too recognized in those days that our American Plan "has preserved free speech in this country." [Mr. Hoover's letter is reproduced on page 63].

From others in public life and in industry BROADCASTING-TELECASTING received letters ushering the magazine into its third decade. They appear in the "Two Exciting Decades" section, which also presents a running story, with contemporary art, of broadcasting events since 1931.

In his Oct. 11 letter, written just prior to enplaning for Missouri and thence to the Pacific, Mr. Truman recalled that five years ago he had written BROADCASTING-TELECASTING, admonishing that radio, with the press, "must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and government." Then he said those observations are "just as valid today as we resist the enemies of democracy and liberty."



WITHIN MINUTES after President Truman signed a letter saluting "audible journalism" and BROADCASTING-TELECASTING as it begins its 20th year, he was waving goodbye from National Airport. He left Washington Wednesday on the first leg of a flight to mid-Pacific to meet with Gen. MacArthur.

* * *

The letter of July 3, 1945, was prompted by radio's 25th anniversary.

"American radio is in good hands," the Chief Executive then wrote. ". . . The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid governmental regulation of a medium that by its very nature must be maintained as free as the press."

Roosevelt Cites Faith

On June 17, 1935—two years after he entered the White House to become the first Chief Executive to use radio as the means of bringing government to the people via the "Fireside Chat" — President Roosevelt pronounced his faith in American radio. In a letter to BROADCASTING preceding the 13th annual NAB convention, he said:

Radio continues to play an increasingly important role in our daily life. Radio broadcasting has contributed much to the cause of national recovery.

I have previously expressed my very great faith in the American system of broadcasting. Recent events have increased rather than diminished that faith. Censorship has not and cannot invade the ether lanes. It is not the American way.

A year later—on June 16, 1936—Mr. Roosevelt first indicated his approval of radio on a parity with the press. This letter, wishing broadcasters a successful 14th an-

(Continued on page 32)

NBC POLISHES AGENDA For Stations Meet

NBC EXECUTIVES last week put the finishing touches on an agenda they hope will dazzle the some 400 representatives of affiliated radio and television stations convening this week for the network's annual convention at the Greenbrier Hotel, White Sulphur Springs, W. Va.

There will be plenty to talk about and plenty to see.

Among other surprises that network chieftains have been trying to save for unveiling before the affiliates are at least two top executive appointments.

In his speech to the stations Joseph H. McConnell, NBC president, is expected to announce the elevation of William F. Brooks, vice president in charge of news, special events and international relations, to the staff-level post of vice president in charge of public relations [CLOSED CIRCUIT, Oct. 9].

Mr. McConnell also reportedly is prepared to announce a successor to Easton C. Woolley, NBC director of AM station relations, who resigned several weeks ago to join KDYL-AM-FM-TV Salt Lake City as executive vice president and board member.

Carleton D. Smith, director of television operations, was authoritatively reported to have been picked for the radio station relations job.

Mr. Smith moved to New York headquarters as television operations chief several years ago after

(Continued on page 22)

NBC Polishes Agenda

(Continued from page 21)

serving in the network's Washington offices.

There was speculation that Mr. McConnell would also announce the appointment of John Herbert, former Hearst magazine and newspaper executive who joined NBC as assistant to the president recently, as chief of radio network sales, replacing Harry C. Kopf, vice president in charge of radio network sales, who reportedly is slated to head KNBC San Francisco, NBC owned-and-operated station.

John K. Elwood's retirement as general manager of KNBC has already been announced.

Tentative agenda of the three-day meeting is:

Wednesday, Oct. 18: Welcoming address by Niles Trammell, NBC chairman of the board; remarks by President McConnell; report of the Stations Planning & Advisory Committee by Chairman Clair McCollough, president and general manager of the Steinman stations; report on AM by Charles R. Denny, NBC executive vice president; report on AM sales by Harry C. Kopf, NBC vice president in charge of radio network sales; report on radio programs by Charles C. Barry, vice president in charge of radio programs. Mr. Brooks, in his present capacity as chief of the department, will report on news.

TV Sessions Set

Thursday will be devoted to television. The session will begin with an address by Sylvester L. (Pat) Weaver Jr., vice president in charge of television, and will include a report on production by Frederic W. Wile, director of television production; report on facilities by Mr. Smith; report on sales by George H. Frey, director of television sales, and a report on the economics of television by Edward D. Madden, vice president.

Much of the television discussion is certain to be devoted to the recent FCC proposed rule to govern the amount of time TV stations may take from any one network [BROADCASTING, Oct. 9]. It is considered likely that plans developed by NBC and its TV affiliates at the Greenbrier meeting will form the basis of its action against the FCC's proposed rule.

The network already has announced it will vigorously oppose such a rule, and it undoubtedly will endeavor at the Greenbrier meeting to line up station support for its position.

The Friday morning session will be confined to affiliates, with Mr. McCollough presiding. After lunch Friday NBC executives will join the station men for discussion of points brought up at the morning session.

A full schedule of entertainment has been arranged. Norman Blackburn, television production chief in Hollywood, has been at New York headquarters lining up talent for what is intended to be the biggest show NBC ever presented at an affiliates convention.

Last year when NBC affiliates met at the Greenbrier, the only entertainment imported for the occasion performed at a banquet on the last night of the three-day meeting. This year there will be a production every night.

Stars To Entertain

The full lineup of the stars who will appear this week was not available as this story went to press, but it was known that Mr. Blackburn would fly the chorus line from New York's plush Copacabana to the Greenbrier to take the affiliates' minds off other figures.

Dinah Shore reportedly was set to entertain, and a host of stars under contract to the network are expected to be on hand.

About 500 NBC executives and representatives of NBC stations are expected to attend.

* * *

Mr. West Mr. McConnell Mr. McCollough Mr. Brooks Mr. Smith

Drawn for BROADCASTING by Sid Hix

"Well, that's one car where they weren't listening to their radio!"

CBS STOCK

Color Okay Spurts Prices

CBS PRICES on the New York Stock Exchange have spurted since reports first were circulated that the CBS color system might be picked by the FCC.

The week of Aug. 21 CBS A and B stock were fluctuating around the 28½ mark. On Aug. 29, day after reports were published speculating that CBS might get the nod [CLOSED CIRCUIT, Aug. 28] the CBS Class A shares closed 1½ points above their closing price of the day before, and Class B shares were up 2. The stock has risen steadily since that time.

On Oct. 11, the day the FCC decision setting CBS standards came out, CBS Class A went up as high as 40 and closed at 38½. Class B closed up 2½ at 38½. In the same period a general rise in stock prices has occurred, but CBS prices have risen a maximum of 11½ points, far outdistancing the average.

SDX MEET

Radio to Grace Nov. 9-11 Miami Beach Sessions

RADIO flavor will be added to this year's Sigma Delta Chi national convention slated for Nov. 9-11 at Miami Beach, Fla. Delegates to the honorary journalism fraternity meeting will hear an array of speakers from the journalism, diplomatic and military fields.

A professional program will highlight a panel moderated by Louis S. Lyons, curator of Harvard U.'s Neiman Foundation. John Crosby, New York *Herald-Tribune* radio-TV critic, heads the list of panel speakers which includes Robert Ruark, United Features Syndicate, and Inez Robb, INS. A press panel, moderated by John S. Knight, editor and publisher, Knight Newspapers (WIND Chicago, WQAM Miami), will include Frank Starzel, AP general manager; Fairfax Cone of Foote, Cone & Belding, New York, and a fourth member to be announced later.

The U. of Miami's radio department plans to tape record the Lyons panel talks, using the material later for clinical work in radio-TV classes.

Lee Hills, managing editor, *The Miami Herald*, is chairman of the convention committee. SDX President Carl Kesler will preside at business sessions.

Key speaker at a banquet winding up the convention on Armistice Day, Nov. 11, will be Pakistan's Foreign Minister Sir Mohammad Zafrulla Khan, leader of Pakistan's delegation to the UN Security Council. Introducing him will be Rep. George Smathers (D-Fla.), U. S. Senator-elect.

Other speakers include: Lt. Gen. Alfred M. Gruenther, Deputy Chief of Staff for plans; Ralph McGill, editor, *Atlanta* (Ga.) *Constitution*, and McGregor Smith, president, Florida Power & Light Co. On Nov. 10 delegates will be guests at a buffet supper at the Coral Gables Country Club and will attend Miami-Louisville football game at Miami's Orange Bowl. Convention headquarters will be at Miami Beach's newest luxury hotel, the Sans Souci, with special rates prevailing during the three-day conclave. Host chapters are Greater Miami Professional and U. of Miami Undergraduates.

WPIX SPORTS

Chevrolet Opens Series

STARTING gun for the 210 sports events to be telecast over WPIX (TV) New York, from Madison Square Garden, was fired yesterday (Sunday) at 8:25 p.m., with the Gene Autry Rodeo, under the sponsorship of the Chevrolet Dealers Assn. of New York, New Jersey and Connecticut.

Chevrolet has paid one half of the $500,000 bill for the series which will last until the end of March, and is joined in sponsorship by Webster Tobacco Co., (Webster cigars) and Standard Brands (Instant Chase & Sanborn Coffee) who each have contracted for a quarter of the gross billing, for 60 events.

Following the rodeo, the WPIX TV cameras will focus on the complete home schedules of the Rangers and Rovers hockey teams, and starting Oct. 31, on six sessions of the horse show. Other widely famed events to be seen by TV sports fans are the Westminster Kennel Club Dog Show, track meets, college and professional basketball, the Golden Gloves and the Silver Skates.

VIOLENT REACTIONS TO FCC ORDER

For CBS Color

(See Color Decision story page 177)

THE THREAT of injunctive proceedings was hurled at FCC last week almost before the ink dried on its order adopting the CBS color TV system (story page 177), while first reactions elsewhere were almost as violently adverse.

While CBS was making plans to get color programming started—and if necessary seek to interest outside businessmen in backing a $50 million manufacturing and distributing company — Webster-Chicago Corp., Tele-Tone Radio Corp., Hallicrafters Co., and Celomat Corp. were among the first to announce plans to market color converters and adapters at an early date.

It was too early to appraise the public's reaction. In Washington, however, one service company announced it is ready to equip television sets to receive full color broadcasts for about $70, and said it had been "besieged" with calls from customers. In Brooklyn, Kinescope Reactivating Co. said it could adapt sets at about $25 retail.

Isidor Goldberg, president of Pilot Radio Corp., New York, said Pilot "very definitely" plans to seek an injunction against the decision, and the Retail Television and Appliance Dealers Assn., New York, called a meeting for Wednesday to plan injunctive action.

President Allen B. DuMont of DuMont Labs was quoted as saying his company would not build CBS-type sets, and President Ross D. Siragusa of Admiral Corp. said almost as much—more bitterly.

The manufacturing plans of RCA, Columbia's chief rival in the long-drawn color fight, were not disclosed. But Brig. Gen. David Sarnoff, board chairman, called the decision "scientifically unsound and against the public interest," and made clear that RCA does not plan to abandon work on its compatible, dot-sequential system.

RCA Research Continues

"Regardless of what anyone else may feel called upon to do," Gen. Sarnoff said, "RCA will continue its efforts to advance the bedrock principles on which the sound future of color can be built and will be built."

President Arthur S. Matthews of Color Television Inc., developer of the other color system competing before FCC, said the Commission's action will impose a loss upon the public which eventually will make FCC want to change its decision, and that in the meantime CTI "will continue full speed ahead with the development of its new fully compatible system."

Motorola Inc. took a wait-and-see attitude. Board Chairman Louis I. Pokrass of Tele-King Corp. called the FCC action "premature" and predicted that general use of color TV is "years" away, but said his company in line with its past policy "will keep ourselves in readiness for anything the public demands."

Meck's Viewpoint

President John S. Meck of John Meck Industries also considered color "years" away, and said his company will continue to make its present models "indefinitely." President Ernest Alschuler, Sentinel Radio Corp., similarly considered the decision premature.

President E. F. McDonald Jr. of Zenith Radio Corp. felt there will be legal action which will mean "no commercial color telecasting for a material length of time" and that accordingly "we have no intention of halting or slowing up the production of the present type of black-and-white receivers." John Craig, vice president and general manager of Avco's Crosley Division, said color in the home is still three to five years away. Joshua Sieger, vice president of Freed-Eisemann, and President F. A. D. Andrea of Andrea Radio, also opposed FCC's action.

Webster-Chicago Corp.'s Executive Vice President Charles P. Cushway announced his firm's plans to put CBS adapters and converters on the market quickly. He said, however, that the acute shortage of some parts and the need for tools and dies will prevent any appreciable production before the first of the year.

Offer Several Models

The company, he said, plans to offer several models of the conversion units, the first to provide a picture equivalent in size to that of a 10-inch tube, with larger pictures in later models.

Tele-Tone President S. W. Gross said his company would begin full-scale deliveries of converters priced "surprisingly low" about the first of the year.

William J. Halligan, president of Hallicrafters, attacked the FCC decision but said his company will make receivers adaptable to color, though they would be costly and few in number. Hallicrafters queried TV stations on their color plans.

Myron Greenwald, vice president of Celomat, said it would get into production within a few weeks on a color TV converter kit retailing under $15. Prior adaptation would be necessary. Mr. Greenwald said the kit would produce six-inch pictures and will be the forerunner of a more costly "deluxe" converter that would give a 12½-inch picture and retail at about $60.

CBS President Frank Stanton reiterated his statement to FCC that if manufacturers do not make color receiving equipment — though he hastily added that he is sure they will—then CBS will "interest" outside business people in forming a $50 million corporation to build and sell color sets.

Several advertisers were under-

(Continued on page 30)

SPOT GROWING UP

More Emphasis in TV Rates

SPOT TIME is getting more attention on the TV station's rate card than it was six months ago, according to Weed & Co., New York, radio-TV station representative.

The trend toward classifying spot time is noted by the company in releasing its October survey of 107 TV stations operating in 63 market areas. Analysis of the stations' rate cards was made by Peter B. James, manager of Weed & Co.'s television department. It is based on the Class A basic time rate. Classification was made according to circulation figures.

Weed's rate card survey shows 50 stations with an overall rate for a minute or less; 35 stations listing two costs to cover the 1-minute, 20-30-second and 8-10-second spot; 11 stations with three rate categories for 1-minute, 20-second and 8-second spots. Several stations, it finds, will furnish rates for the 8-10-second announcements upon application.

Cite Weed Survey

As further evidence of the move to spot classification, the company points to a similar Weed survey made by its television department last May which reported only 23 of the 103 stations then operating separate rates for the "under-a-minute" spot.

Also noted by the survey: Rates for the hour and half-hour time segments are "fairly standard" between 10,000-35,000, 35,000-100,000 and 100,000 - 200,000 circulation areas. Above that level, Weed reports increases more sharply graduated and less standardized.

Following is a complete breakdown of the Weed rate card survey (by circulation areas) as reported to BROADCASTING:

Under 10,000 circulation: 2 cities (Albuquerque, Nashville), 2 stations. One hour—$150 to $200 (average $175); Half-hour—$90 to $120 (average $105); One minute or less—$12 to $30 (average $21).

10,000 to 20,000: 5 cities (Ames, Bloomington, Davenport-Rock Island, Jacksonville, Phoenix), 6 stations. One hour—$150 to $250 (average $191.66); Half-hour—$90 to $150 (average $115); One minute or less—$22 to $35 (average $28.50); 8 seconds (3 stations)—$15 to $20 (average $18.33).

20,000 to 35,000: 12 cities (Binghamton, Birmingham, Charlotte, Greensboro, Huntington, Johnstown, Lansing, New Orleans, Norfolk, Salt Lake City, San Antonio, Utica), 15 stations. One hour—$150 to $250 (average $220); Half-hour—$90 to $150 (average $132); One minute or less (12 stations)—$24 to $45 (average $35.21); One minute (3 stations)—$30 to $40 (average $35); 20 seconds (3 stations)—$25 to $30 (average $28.33); 8 seconds (1 station)—$18.

35,000 to 50,000: 14 cities (Erie, Grand Rapids, Houston, Kalamazoo, Louisville, Memphis, Miami, Oklahoma City, Omaha, Richmond, Rochester, Seattle, Tulsa, Wilmington), 16 stations. One hour—$250 to $400 (average $296.56); Half-hour—$150 to $240 (average $178.31); One minute or less (12 stations)—$40 to $80 (average $49.41); One minute (4 stations)—$40 to $75 (average $57.50); 20 seconds (4 stations)—$30 to $50 (average $43.75); 8 seconds (6 stations)—$20 to $25 (average $22.92).

50,000 to 75,000: 6 cities (Atlanta, Kansas City, Lancaster, San Diego, Syracuse, Toledo), 8 stations. One hour—$265 to $400 (average $326.87); Half-hour—$158 to $240 (average $196); One minute or less (6 stations)—$37.50 to $60 (average $53.25); One minute (2 stations)—$52 to $60 (average $56); 20 seconds (2 stations)—$40 to $45 (average $42.50); 8 seconds (1 station)—$22.50.

75,000 to 100,000: 6 cities (Columbus, Dallas-Fort Worth, Indianapolis, Providence, San Francisco, Schenectady), 12 stations. One hour—$250 to $375 (average $330.30); Half-hour—$150 to $225 (average $198.37); One minute or less (11 stations)—$36 to $60 (average $52.41); One minute (1 station)—$65; 20 seconds (1 station)—$55; 8 seconds (4 stations)—$18.75 to $26 (average $22.19).

100,000 to 150,000: 6 cities (Buffalo, Dayton, Milwaukee, Minneapolis-St. Paul, New Haven, Pittsburgh), 8 stations. One hour—$375 to $500 (average $440.62); Half-hour—$225 to $300 (average $264.38); One minute or less (7 stations)—$50 to $100 (average $74.29); One minute (1 station)—$75; 20 seconds (1 station—$60; 8 seconds (4 stations)—$18.75 to $50 (average $35.94).

150,000 to 200,000: 3 cities (Cincinnati, St. Louis, Washington), 8 stations. One hour—$425 to $550 (average $481.88); Half-hour — $255 to $330 (average $283.12); One minute or less (6 stations)—$70 to $100 (average $90); One minute (2 stations)—$100 each; 20 seconds (2 stations)—$75 each; 8 seconds (6 stations)—$27.50 to $50 (average $41).

200,000 to 300,000: 2 cities (Baltimore, Cleveland), 6 stations. One hour—$400 to $637.50 (average $525.42); Half-hour—$270 to $382.50 (average $313.75); One minute or less (5 stations)—$70 to $120 (average $94); One minute (1 station)—$140; 20 seconds (1 station)—$125; 8 seconds (5 stations)—$32 to $60 (average $44.50).

300,000 to 400,000: 1 city (Detroit), 3 stations. One hour—$800 each. Half-hour—$480 each; One minute or less—$150 to $160 (average $153.33); 8 seconds (1 station)—$50.

400,000 to 500,000: 1 city (Boston), 2 stations. One hour—$600 to $750 (average $675); Half-hour—$360 to $450 (average $405); One minute or less—$125 each.

500,000 to 600,000: 1 city (Philadelphia), 3 stations. One hour—$700 to $900 (average $766.66); Half-hour—$420 to $540 (average $460); One minute or less (3 stations)—$150 each; 8 seconds—$75 each.

600,000 to 700,000: 2 cities (Chicago, Los Angeles), 11 stations. One hour—$500 to $1000 (average $777.27); Half-hour—$300 to $600 (average $468.18); One minute or less (7 stations)—$90 to $200 (average $145); One minute (4 stations)—$120 to $200 (average $161.25); 20 seconds (4 stations)—$80 to $175 (average $121.87); 8 seconds (7 stations)—$27 to $100 (average $71.71).

Over 1,000,000: 1 city (New York), 7 stations. One hour—$800 to $2200 (average $1774.43); Half-hour—$480 to $1500 (average $1062.85); One minute or less (3 stations)—$350 to $525 (average $458.33); One minute (4 stations)—$165 to $500 ($297.50); 20 seconds (4 stations)—$130 to $425 (average $233.75); 8 seconds (5 stations)—$80 to $288.75 (average $188.25).

IN REVIEW...

MRS. ELEANOR ROOSEVELT last week undertook a new venture, a daily radio program which promises to be of larger benefit to her son, Elliott, than to her.

In his mother's first show, Elliott turned out to lend a filial if not particularly helping hand. Among other things, he delivered the commercials.

If Elliott's future performances follow the pattern of his first, his mother's new series will provide meticulous detail about the shopping habits of the Roosevelt family.

It was possible to learn from the first program that the Roosevelts all drink Flamingo orange concentrate, use Emerson radio and television sets, will not touch a meal unless the first course is Manischewitz soup. Elliott, speaking for all the Roosevelts, endorsed each of those products.

Without specifically saying that his family used them, he also said that "we recommended" the other products sponsoring the program, McKittrick - Williams dresses, Acousticon hearing aids and Bobbi, a pin curl home wave.

The endorsement of merchandise or grocery items by the family of the late President of the United States, is, to say the least, in questionable taste. It certainly adds nothing to the dignity of the President's widow, who has been called, not without reason, the First Lady of the World.

Unless Elliott can make some more sympathetic contribution, he ought to stay off his mother's program.

First Program Guests

Mrs. Roosevelt herself was charming and articulate. Her intense concern for world affairs was evident in the selection of guests on her first program. Dr. Ralph Bunche, who won the Nobel Peace Prize for mediating the Palestine dispute, and Brig. Gen. David Sarnoff, RCA chairman of the board, who made a plea for expansion of the Voice of America, were interviewed.

This sort of fare is somewhat heavier than is found on most daytime programs that are directed primarily at the female audience, and it ought to add substance to a lot of housewives' days.

A lighter moment in the program was supplied by Fred Allen, who these days seems to be a roving comedian who is apt to pop up anywhere around NBC. Mr. Allen, who was reminded by Elliott that Mrs. Roosevelt was making her radio debut on her 66th birthday on a station that was 660 on the dial, thought that a fortunate coincidence. Obviously, said Mr. Allen, she could not, at her present age, go to work for WCBS. Its frequency is 880.

While Mrs. Roosevelt, Gen. Sarnoff, Dr. Bunche and Mr. Allen were performing, the program had character. The distracting notes were entirely provided by Elliott, both in his reading of commercials and in chit-chat with his mother.

The contribution that Mrs. Roosevelt can make to daytime radio is to bring intelligence and dignity to it. No parts of her show should deviate from those principles.

Mrs. Roosevelt occupies a unique position not only in the U. S. but also throughout the world. It would be a pity if the producers of her new radio program insisted on comprising her position by the unnecessary commercialization of her family name.

Program Facts

Program: MRS. ELEANOR ROOSEVELT, WNBC New York, Mon.-Fri., 12:30-1:15 p.m.

Sponsors: Flamingo Orange Concentrate, McKittrick - Williams Dresses, Acousticon Co., Manischewitz Soups, Emerson Radio & Phonograph Co., Bobbi Pin Curl Home Wave.

Producer: Elliott Roosevelt.

Director: Walter Law.

Writers: Henry Morgenthau III and Elliott Roosevelt.

Milani Spots

STIPULATION agreement whereby Louis Milani Foods Inc., Maywood, Calif., heavy radio spot user, will cease certain advertising claims, has been approved by the Federal Trade Commission. Firm has agreed to stop representations that the formula for 1890 French Dressing was originated "by a Frenchman or in France," according to FTC. Milani Foods also has used TV spot announcements.

Program Facts

Program: MARY MARGARET McBRIDE, WJZ New York, Mon.-Fri., 1-2 p.m.

Sponsors: Birds Eye Frosted Foods, H. C. Bohack Stores, Bosco, Bovril, Dolly Madison Ice Cream, Eclipse Mattresses, Friends Oven Baked Beans, Goddard's Silver Polish, LaFrance Bluing, Metropolitan Life Insurance, Planters Peanut Oil, Taylor Canned Sweet Potatoes, Wheatena, Wyler's Soups, Yuban Coffee, Bon Ami, Nylon Twist Hosiery.

Producer: Stella Karn.

MARY MARGARET McBRIDE moved to a new address last week and was met by a welcoming committee that was too heterogeneous ever to have been assembled for any lesser cause. In this instance they were all brought together by common adoration of Mary Margaret.

Robert E. Kintner, president of ABC, assured Miss McBride that she was a "woman of great integrity."

Paul Whiteman advised her: "We all love you."

Ben Gross, the discriminating radio critic of the *New York Daily News*, issued a considered judgment. "I think you are the greatest woman in radio," he said.

Jane Froman sang the "Missouri Waltz"—"Just for you, Mary Margaret." Miss McBride is a native of Missouri, an origin she takes pains not to conceal.

Other tributes were delivered by Norman Brokenshire, the veteran announcer; Ole Olsen, of the Olsen & Johnson comedy team, and Denise Darcel, the French actress. Miss Darcel, at the moment was on the verge of being married, and her romance, to which she alluded with Gallic fervor, only added to the program's nearly suffocating atmosphere of love, love, love.

Miss McBride's maiden appearance on WJZ New York was also distinguished by perhaps the most astonishing recital that has been broadcast since the passage of the NAB Code. Assisted by others at times when her voice threatened to give out, she read a list of her 17 sponsors and gave a commercial message for each.

This exercise, by charitable timing, took nearly 13 minutes and was uninterrupted except for a one-minute eulogy that Miss McBride accorded to Stella Karns, her curator.

Miss McBride neither was struck dumb by the flattery of her guests nor depleted by her own rigorous soliloquy in praise of Birds Eye to Yuban. She had enough voice left to chat in her usual random fashion on a variety of unrelated topics.

At one point she expressed pleasure at the lovely things ABC was doing for her. "Imagine! They're putting me in advertisements in the *New York Times*. And my picture makes me look just beautiful."

At another point she referred to "Omar and Mary Bradley," catching herself to explain, in case others in her audience were not on such cordial terms with the great, that she meant the general and his lady.

Nearing the end of her program, she had up a full head of conversational steam and had to be reminded by the announcer that "even on WJZ you have to get off the air." Ignoring the warning, she continued. As the switch was flipped to accommodate the ensuing WJZ schedule, Miss McBride was still going strong.

Possibly the most accurate description of Miss McBride's radio style was once given by one of her guests, whose identity this reviewer has regrettably forgotten. He said that appearing on her program was like swimming in oatmeal.

Glug.

CAB Directors Meet

AGENDA for the annual meeting next February, report on meeting of the Western Assn. of Broadcasters, and a new method of comparative listenership with newspaper circulation figures, are to be presented at the Canadian Assn. of Broadcasters directors meeting to be held at the Mount Royal Hotel, Montreal, Oct. 18-20. New method of "radio circulation" was unveiled by Pat Freeman, CAB sales director, at the WAB meet in Calgary last month, and will be dealt with in more detail at the CAB directors meeting before being presented at the CAB annual meeting. Internal problems and plans for the annual meeting also will be discussed at the three-day session.

XUM

NARBA FATE

Conference Success In Balance

THE FATE of the NARBA Conference hung in the balance late last week, with its success or failure due to be decided today (Oct. 16) or tomorrow.

With efforts to work out an acceptable North American AM allocations plan stalemated by U. S.-Mexican differences and with U. S.-Cuban problems still unresolved, the Steering Committee indicated late Thursday it could see little purpose in continuing the present session unless some assurance of basic agreement is evident by early this week.

Edwards Backs Plan

This course was advocated by Commander C. P. Edwards of Canada, chairman of the conference which opened in Montreal a year ago, finally recessed because of U. S.-Cuban differences, and reconvened in Washington Sept. 6 after unsuccessful interim negotiations for U. S.-Cuban accord.

The Mexican delegation has served notice that its funds will permit it to stay no longer than Oct. 25, and the Cuban delegates also have made clear that they feel they must return home soon. The other foreign delegations—Canadian, Bahaman-Jamaican, and Dominican—are in the same mood.

Despite the generally bleak outlook that prevailed throughout the week, a spark of hope was seen by some delegates early Friday as the U. S. and Mexican groups prepared to make a last-minute attempt to overcome their fundamental differences.

In the face of seeming stalemate, the possibility that some delegation might propose a reduction in channel separations from the present 10 kc to 7½ or 9 kc was canvassed within the U. S. group at one point. But FCC after lengthy consideration did not favor the plan, and the subject was not officially mentioned in the conference.

Recess Possibility

If such a proposal were made and adopted, a recess of the conference would possibly result in order that complete studies of its possible effects could be conducted.

Once before—in advance of the opening NARBA sessions at Montreal—the threat of band-narrowing was raised in reports that Latin broadcasters might advocate it [BROADCASTING, Aug. 29, 1949], but the subject has since remained quiescent.

Hope that the U. S. may yet achieve agreement with Mexico was expressed by some observers Thursday night. They felt it may be possible to reach an accord in which Mexico would receive the substantially clear-channel rights she seeks on two additional channels, plus 540 kc, in return for which she would give up rights on one and subscribe to strict engineering standards for adequate protection to U. S. interests.

Two Channels Covered

Two channels on which past speculation centered in this respect are 660 and 880 kc—clears used by WNBC New York and WCBS New York, respectively—but it was thought that some other frequencies, as yet not specified, would be substituted instead.

Earlier in the week Mexican delegates had signified a desire for rights permitting them to serve Mexican nationals virtually throughout the U. S. FCC Comr. Rosel H. Hyde, heading the U. S. delegation, took a firm stand which reportedly induced the Mexican group to seek further consultation with officials in Mexico City. A limited service to Mexican nationals in the border areas may provide a workable compromise.

Negotiations between the U. S. and Cuba still stand at approximately the point reached in the unsuccessful bilateral discussions between the two delegations at Havana early this year. Both have re-submitted substantially the same proposals which were mutually rejected in Havana, and most observers feel that hope of agreement between the two countries lies somewhere between these two offers [BROADCASTING, Sept. 25].

NATIONAL GUARD

New Spot Series Nov. 1

NATIONAL GUARD will again take to the airlanes Nov. 1 with a series of spot announcements over some 1,200 AM stations, calculated to swell its forces by an additional 200,000 recruits, it was disclosed last week. The service will allot approximately $38,000 to radio.

Guard Plans

NG is planning to use three one-minute spots per station, all in the 5 kw or under category, throughout the 48 states over a three-week period. Additionally, the service is supplying outlets with package kits containing public service and other material, according to Major Ernest L. Smith, chief of the NG information office. Class A time has been ordered on each.

It also was revealed that the National Guard will embark on a nation-wide spring campaign, presumably of similar magnitude in lieu of Congressional approval of NG's requested overall media budget of $298,000. Funds cover fiscal 1951, or the period running until June 30, 1951.

Spring Allocations

If the spring campaign materializes as presently contemplated, radio's share will exceed the top ceiling of $50,000 allocated for the past fiscal year. The new $38,000 figure will supplement a previous two-week emergency campaign of six one-minute spots over some 190 stations last month. Information spokesmen placed the total radio expenditure at $13,000, giving the medium over $50,000 early in fiscal 1951. September's drive, launched primarily to bring NG divisions to "alert" strength, was described as highly successful.

RESIGNS MBS

Schechter Vacates Vice Presidency

A. A. SCHECHTER, MBS vice president in charge of news, special events and publicity, resigned last week.

Although the reasons for his resignation were not disclosed, it was understood he would announce a new association soon.

Mr. Schechter

Mr. Schechter, one of radio's outstanding news executives, joined Mutual in 1945 after Army service that included an assignment as radio chief of Gen. MacArthur's public relations section. A lieutenant colonel, he was awarded the Legion of Merit for arranging press and radio transmission facilities for coverage of the Philippine campaigns.

Frank White, MBS president, said it was "with sincere regret that I am acceding to Mr. Schechter's wishes to leave Mutual."

The MBS president added that Mr. Schechter had "contributed greatly to Mutual's success and leadership in the field of news, sports and special events broadcasting."

Before joining the Army, Mr. Schechter was director of news and special events for NBC. He entered radio as a writer for Lowell Thomas and before that was an editor of Associated Press, a reporter on the New York *World* and the Providence, R. I., *Journal*.

It is known that Mr. Schechter has had a number of outside offers during the past year in and out of radio. About a year ago, it was learned authoritatively, he rejected proffer of a high-level job with one of the nation's largest business establishments.

DON LEE STOCK

Hoffman-WOR Bid 'Accepted'

HIGH bid of $11,200,000 for all stock controlling Don Lee Broadcasting System and KTSL (TV) Los Angeles—made Oct. 6 by H. Leslie Hoffman in behalf of Hoffman Radio Corp., Industrialist Edwin W. Pauley, Blythe & Co., representing a group of Pacific Coast bankers and businessmen, and WOR New York—was accepted last Monday by Public Administrator Ben H. Brown.

One of two received, the Hoffman bid acceptance is subject to confirmation by the probate division of Los Angeles Superior Court. With the petition filed by Mr. Brown last Tuesday, decision is expected in from 10 days to three weeks, it was said. Probate Court hearing is set for Oct. 20. Amount offered by the Hoffman group is for 5750 shares of stock in Thomas S. Lee Enterprises Inc.

General Tire & Rubber Co., which owns Yankee Network, was the second bidder. Offer of $10,525,000 was made through First National Bank of Akron, acting as trustee for the retirement plan of salaried employes of General Tire.

Open Bidding

Although Mr. Brown, acting as special administrator for the estate of the late Thomas S. Lee, accepted the bid, should there be another offer made in open bidding in Probate Court of at least 10% more than that made by Hoffman Radio and combine, it would have to be accepted under law. There is question if General Tire will try to outbid the Hoffman group, but indications were that it would not.

Mr. Hoffman, who is president of Hoffman Radio Corp., said he would not sell any of the property should the deal go through and stock will be owned "100% by the Hoffman Radio Corp." He pointed out that Edwin W. Pauley, WOR, Blythe & Co., investment brokers and Bank of America are participating only as underwriters. He said his company would operate the radio and TV stations and that there are no plans to break up Don Lee Network into separate components. It would be continued as a unit.

"We plan to utilize the splendid organization of management and personnel that has made Don Lee Network the greatest regional communications system in the nation," he said. "We have great respect for the fine programming the Don Lee Network has achieved."

If the Hoffman offer is accepted and a mutually suitable arrangement can be worked out, it appeared likely that Lewis Allen Weiss, Don Lee board chairman who tendered his resignation last

(Continued on page 32)

FM TIDE TURNING

NAB Boston Meet Is Told

THE TIDE has turned for FM despite the fact that "important people radio-wise in the era of Ancient Modulation dropped out of the FM picture," Gerald Harrison, president of WMAS-AM-FM Springfield, Mass., told more than 100 broadcasters during the opening day session of the NAB District 1 meeting at the Hotel Somerset in Boston Oct. 9-10. Paul W. Morency, WTIC Hartford, presided as district director.

Mr. Harrison recalled the period at the end of last year and early this year when FM CP's and licenses were being turned back to the FCC. But many things have happened since then, he declared, and continued publicity and word of mouth have caused rejoicing in the FM group.

He referred to *The Boston Herald* and other newspapers which are now giving equal prominence to the listing of FM as to AM on their radio pages and quoted from numerous editorials and columnists which lauded FM and pointed up TV's salutary effect on the medium "since TV sound is FM."

Mr. Harrison also stressed that "too many surveys had convinced too many broadcasters that too many people owned FM sets for them to want to throw away part of their audience if they were duplicating AM on FM. These same surveys convinced broadcasters who had FM stations only that FM would be profitable if they held on.

Rhode Island Example

"For example," he continued, "in Rhode Island as of June 1950, there were over 57,000 FM sets according to a survey conducted by WPJB (FM) Providence and 57,000 families can't be ignored." RTMA figures for June, he went on, showed an output of over 101,000 FM sets, an increase of 151% over the June output of FM sets in 1949.

Earlier, the New England broadcasters heard Sydney M. Kaye, vice president and general counsel of BMI, review the accomplishments of the music licensing firm. He told them that the combined cost of ASCAP and BMI license fees in the past 10 years has been $65 million less than the industry would have had to pay ASCAP alone had there been no competition.

Mr. Kaye reported that in 1950 there will be 21 million radio performances of BMI-licensed music, an increase of 10% over last year.

Rounding out the morning session Robert K. Richards NAB director of public affairs, gave a color slide presentation depicting NAB services and reported on government relations.

The afternoon meeting was devoted to "Operating in the Profit Interest" by Richard P. Doherty, NAB director of employe-employer relations.

Mr. Doherty discussed a 10-point profit program for stations, emphasized the controlling of operating costs, and outlined new patterns in employe-employer relations problems.

A number of resolutions were adopted aimed at strengthening the NAB and proposing that future meetings, nationally and on the local level, to be held.

The New England broadcasters recommended that the NAB convention in 1951 be programmed largely with workshop meetings planned to appeal to particular varieties of broadcasters; that District 1 meetings hereafter include roundtable discussions for small market stations; that a TV bureau patterned along the lines of BAB and dealing with problems directly concerning TV to be formed under NAB, and that the local district attempt to increase full membership by non-member stations in its area.

Support BAB Plans

The group supported the new BAB plan for bigger and better sales and, on the subject of free time for charitable causes, recommended that this be continued but that it be allocated on the basis of equitable treatment to all media by those seeking such time.

Chairman of the Boston Committee on arrangements for the meeting was Craig Lawrence, WCOP Boston.

The Tuesday morning sales session was opened by Lee Hart, BAB assistant director, who presented the strip film "How to Pick a Winner."

Principal speaker at a luncheon meeting held in conjunction with the Boston Radio Executives Club was Justin Miller, NAB president. The group was addressed briefly by Harold E. Fellows, general manager of WEEI Boston and REC president.

Judge Miller described the country today as being in an "interim state, neither under martial law nor at war," and said that under such conditions, freedoms guaranteed by the Constitution could more easily be lost.

A. D. (Jess) Willard Jr., WGAC Augusta, Ga., and NAB board member, outlined plans for the new BAB. He said the organization would serve AM radio "since TV doesn't need super promotion and also because its high costs are largely being borne by those in AM."

A television seminar concluded the meeting, with Linus Travers, [BROADCASTING, Sept. 18].

Sound radio and television panels were conducted Thursday.

Judge Miller laid down a five-point plan to guide stations during the emergency:

1—Do not approach your local FBI agent. He has no authority to act in response to your request for assistance.

2—Contact your local police department.

3—Plant protection measures will be handled through your local police department in cooperation with civil defense organizations.

4—Prevention of sabotage will be handled through your local police departments. They will cooperate with the FBI in Washington through already well-established channels.

5—If for any reason a situation arises which requires action by your local FBI agent he will approach you and indicate appropriate action on your part.

At the opening session Thursday Richard P. Doherty, NAB director of employe-employer relations, urged delegates to build staff personnel into radio personalities to create listener loyalty. He outlined his 10-point profit program for stations.

Simon R. Goldman, WJTN-AM-FM Jamestown, N. Y., presided over a discussion of small market station problems.

Others attending the meeting from NAB were Robert K. Richards, public affairs director; Hugh M. P. Higgins, BAB director; Lee Hart, BAB assistant director; Robert D. Swezey, WDSU New Orleans, NAB TV board member and chairman of the board's BAB Committee.

PLANT PROTECTION

Dist. 2 Briefed

BROADCAST stations were alerted on steps to be taken to protect their plants from sabotage as NAB District 2 stations met Thursday-Friday at the Ten Eyck Hotel, Albany, N. Y. William B. Fay, WHAM Rochester, District 2 director, presided at the Thursday session, with 80 delegates present.

Gen. Lucius Clay, chairman of the New York State Civil Defense Commission, in letter to District 3 said radio will take a leading role in the state defense program by informing the public what to do in an A-bomb emergency through evacuation orders in target areas and alerts to adjacent areas on reception of evacuees.

Gen. Clay urged broadcasters to form a New York-New Jersey disaster network. The New Jersey Broadcasters Assn. already has taken steps to set up a tate network

TRANSCRIPTION TOPICS are discussed by this group at Boston NAB session (l to r): John D. Langlois, Lang-Worth; Dave Williams, Standard Radio; Charles W. Curtin, Capitol Transcriptions; Donald J. Mercer, RCA Thesaurus.

TRIO OF Boston broadcasters confer with NAB leaders at District 1 meeting (l to r): William B. McGrath, WHDH Boston; W. C. Swartley, WBZ Boston; Craig Lawrence, WCOP Boston; Paul W. Morency, WTIC Hartford, district director; A. D. Willard Jr., WGAC Augusta, NAB board member.

executive vice president and general manager of WNAC-AM-TV Boston, acting as chairman. Also on the panel was Vincent Callanan, WNHC-TV New Haven. Charles A. Batson, NAB director of television, emphasized that the difference between TV operating costs and income is steadily diminishing.

In answer to questions from the floor, he stressed that radio on the average has not suffered from TV. In New York, he said, where advertisers last year spent $5 million locally, radio business was up by approximately 1%, in Los Angeles the increase was 7%, and in Detroit 9%.

Other resolutions by the New England delegates paid tribute to the late John Shepard 3d, former head of Yankee Network, and expressed appreciation to Mr. Morency and Mr. Lawrence; to Mr. Willard for his report on the BAB project, and to BMI and Carl Haverlin, its president.

A further resolution noted the group's regret at the resignation of Mr. Fellows, former District 1 director, and recorded its hope that barriers which had caused industry groups to leave the NAB might soon be lifted.

The resolutions committee included Carleton D. Brown, WTVL Waterville, Me., chairman; Paul Martin, WSKI Montpelier, Vt.; William McGrath, WHDH Boston; Joseph Close, WKNE Keene, N. H.; Warren Greenwood, WERI Westerly, R. I., and Glover Delaney, WTHT Hartford.

TAKING TIME out at NAB District 1 meet (l to r): Seated, George H. Jaspert, WCCM Lawrence, Mass.; Cedric Foster, Yankee-Mutual Network; William F. Malo Sr., WDRC Hartford; William Malo Jr., WNHC New Haven. Standing, Daniel W. Kops, WAVZ New Haven; Frank Lyman, WTAO Cambridge, Mass.; Gerald Harrison, WMAS Springfield, Mass.; Elmer Kettell, Kettell-Carter, Boston; Richard P. Doherty, NAB.

District 1 Registration

Adams, Richard M., WTWN St. Johnsbury, Vt.; Allen, Herbert, WKNE Keene, N. H.; Arnold, Mr. and Mrs. Otto F. A., WBSM Fairhaven, Mass.; Ash, Ken, WHAV Haverhill, Mass.; Atwood, Jack S., WRDO Augusta, Me.; Axt, Donald, RCA Recorded Program Services, New York; Bronson, Richard, WABI Bangor; Brown, Carleton D., WTVL Waterville, Me.; Brush, Arthur T., WHDH Boston; Burg, Julian, WKNB and WFHA New Britain, Conn.; Callanan, Vincent J., WNHC New Haven, Conn.; Carter, Hervey, WMUR Manchester, N. H.; Clement, Earle G., WBET Brockton, Mass.; Clement, Warren G., WRJM Newport, R. I.; Close, Joseph K., WKNE Keene, N. H.; Congdon, Gilbert M. Jr., WRJM Newport, R. I.; Curto, Kenneth M., WPRO Providence; Dickson, Walter, WABI Bangor; Donahue, Robert, WMAS Springfield, Mass.; Doolittle, Franklin M., WDRC Hartford; Estes, Frank B., WKNE Keene, N. H.

Feldman, Robert, WMAS Springfield, Mass.; Finney, E. Dean, WTWN St. Johnsbury, Vt.; Fuller, Charles A., WBET Brockton, Mass.; Goodman, William H., WPRO Providence; Greenwood, Warren M., WERI Westerly, R. I.; Gridley, Ansel E., WFGM Fitchburg, Mass.; Guernsey, Edward E., WLBZ Bangor; Hale, Phil, WKNB-WFHA New Britain, Conn.; Harrison, Gerald, WMAS Springfield, Mass.; Haase, Walter B., WDRC Hartford; Howe, Donald W. Sr., WARE Ware, Mass.; Huber, Paul, WTVL Waterville, Me.; Jaspert, George, WCCM Lawrence, Mass.; Kenney, Peter B., WKNB-WFHA New Britain, Conn.; Kimel, Robert, WHAV Haverhill, Mass.; King, Gene, WCOP Boston; Kops, Daniel W., WAVZ New Haven, Conn.

Lahr, Melvin, WSAR Fall River, Mass.; Lawrence, Craig, WCOP Boston; McGrath, William B., WHDH Boston; Malo, William Jr., WNHC New Haven, Conn.; Malo, William Sr., WDRC Hartford; Martin, Paul H., WSKI Montpelier, Vt.; Martino, Italo A., WDRC Hartford; Masse, C. H., and Meehan, C. M., WBZ Boston; Meyer, Harold H., WPOR Portland; Milne, James T., WNHC New Haven, Conn.; Moore, Harrison W. Jr., WBSM Fairhaven, Mass.; Mullen, William, WPOR Portland; Oehring, Lewis, WKNE Keene, N. H.; Olson, Harvey, WDRC Hartford; Pape, Eric, WBRY Waterbury, Conn.; Parsons, John T., WBRK Pittsfield, Mass.; Perkins, George M., WHDH Boston; Putnam, H. S. Jr., WARE Ware, Mass.

Rines, William H., WCHS Portland; Robinson, James, WPOR Portland; Ryder, J. Maxim, WBRY Waterbury, Conn.; Schoen, Arnold F. Jr., WPRO Providence; Spokes, A. E. WJOY Burlington, Mass.; Steinhilber, R., WBET Brockton, Mass.; Swartley, W. C., WBZ Boston; Tindal, Alan C., WSPR Springfield, Mass.; Vigue, Harold L., WTVL Waterville, Me.; Walrath, Richard, WKNB-WFHA New Britain, Conn.; Warren, A. W. Jr., WERI Westerly, R. I.; Wheeler, Harry, WCOP Boston; Wilkoff, John, WCOP Boston; Young, Barbara, WSPR Springfield, Mass.

LATE REGISTRATION

Baruch, Ralph, SESAC New York; Batson, Charles A., NAB; Beard, Dave, Weed & Co., New York; Blackburn, J. W., Blackburn-Hamilton Co., Washington; Cervone, Larry, Gates Radio Co., Quincy, Ill.; Codel, Ed, Katz Agency, New York; Curran, D., WMTW Portland, Me.; Curtin, Charles W., Capitol Records Inc., New York; Dawson, Bill, WARA Attleboro, Mass.; DeLaney, Glover, WTHT Hartford; DeRose, Charles N., WHYN Holyoke, Mass.; Deters, Arthur, WIDE Biddeford, Me.; Doherty, Richard P., NAB; Field, Keith, WARA Attleboro, Mass.; Harlow, Roy, BMI; Hart, Lee, BAB; Hill, J. E. RCA Boston; Howe, D. W. Jr., WARE Ware, Mass.

Jadassohn, Kurt A., SESAC; Johnson, Walter C., WTIC Hartford; Jones, Arthur H., Gray Research & Development Co., Hartford; Jones, Ted, WCRB Waltham, Mass.; Kaye, Sydney M., BMI; Keller, Bob, R. S. Keller Inc., New York; Keyworth, J. Gordon, WMNB North Adams, Mass.; Kilgore, H. Scott, Collins Radio Co., New York; Kimel, David M., WLAW Lawrence, Mass.; Koster, H. William, WPJB Providence; Kuhner, Charles E., WMNB North Adams, Mass.; Langlois, John D., Lang-Worth, New York; Lawrence, Dick, World Broadcasting, New York; Lewis, Gordon J., WIDE Biddeford, Me.; Lyman, Frank, WTAO Cambridge, Mass.; Mercer, Donald J., RCA Recorded Program Services, New York; Morency, Paul W., Hartford; Newcomb, Arthur, WOTW Nashua, N. H.

O'Brien, Richard J., WMNB North Adams, Mass.; O'Bryan, Paul A., Dow, Lohnes & Albertson, Washington; Patricelli, Leonard J., WTIC Hartford; Patt, James M., WNBH New Bedford, Mass.; Pattee, Linwood M., BMI; Patterson, Richmond A., WBJB Providence; Paul, Sol J., BROADCASTING; Raymer, Paul H., Paul H. Raymer Co., New York; Rawalt, Otis, Walker Co., New York; Richards, Robert K., NAB; Richardson, Deuel, WCRB Waltham, Mass.; Sherwood, Alex, Standard Radio Transcription Services, New York; Simms, Raymond, Erwin Wasey & Co., New York; Smith, Abbott, WMTW Portland, Me.; Staten, Gerald L., WOCB W. Yarmouth, Mass.; Steffey, George, Yankee Network, Boston; Sullivan, Fred A., WLAW Lawrence, Mass.; Travers, Linus, Yankee Network, Boston; Walker, Wallace A., WFCI Providence; Weed, Joseph J., Weed & Co., New York; Williams, David R., Standard Radio Transcriptions, New York.

WTAQ TAKES AIR

New La Grange Outlet

WTAQ La Grange, Ill., covering Chicago's western suburbs with local news, sports, music and features, took the air last Wednesday with 500 w daytime on 1300 kc.

All day, a plane droned over the station's primary area dropping cards bearing the legend: "The Switch is to 1300—WTAQ La Grange." Programming highlights localized reports and features, rotating from town-to-town. Station hopes to train listeners in covered communities to tune in on the news of local activities at specific time periods daily. President of La Grange Broadcasting Co., permittee, is Charles Sebastian, news editor of WFJL (FM) Chicago. General manager is Russell Salter, part owner of WBEL Beloit, Wis.

Brown to Post Office

CHARLES BROWN, formerly in the information service of Veterans Administration handling radio and TV, has joined the Post Office Dept. as assistant to Jack Redding, recently named assistant postmaster general in charge of transportation. Mr. Brown, whose background includes NBC news, will handle Post Office programs currently running on Mutual in addition to other radio and information activities. Assistant Postmaster General Redding is former public relations director of the Democratic National Committee.

CBS VS. LONG

Chicago Case Continued

CBS CHICAGO's petition for a temporary injunction against W. E. Long Co., Chicago agency, and three CBS Chicago performers, as well as its suit against the advertising agency for $1 million, were continued until Friday morning (Oct. 13) in Superior Court.

Initial complaint was brought by CBS Oct. 4 [BROADCASTING, Oct. 9] and presented in Superior Court last Monday, at which time Judge Joseph Graber continued the case until Friday.

In the CBS brief, presented by Attorney Arthur Morse, it was charged that the W. E. Long Co. used three CBS performers—Fahey Flynn, Elaine Rodgers and Jim Conway—who are signed to an exclusive CBS-WBBM Chicago contract. Attorney Morse sought a temporary injunction restraining Long "from soliciting and inducing" CBS performers to work for the agency, and enjoining the performers from working for Long.

JABLONS TO FCC

Is Hennock Special Asst.

MIKE JABLONS, vice president and partner in Gainsborough Assoc., New York radio and television production firm, has resigned to join FCC as special assistant to Comr. Frieda B. Hennock.

Prior to joining Gainsborough Assoc., Mr. Jablons from 1942 to 1946 had been director of news and special events for WNYC New York and 1946-1947 was trade press editor for MBS. He left Mutual in March 1947 to help form Gainsborough Assoc. together with Nat Rudich and Jack Gaines.

Mr. Jablons

When Mr. Gaines resigned from the firm in 1948 to become chief of production for the State Dept. Voice of America, Mr. Rudich and Mr. Jablons became co-owners. Gainsborough Assoc. recently merged with PRB Inc., owned jointly by Mary Pickford, Buddy Rogers and Mal Boyd, to produce radio and TV programs originating in New York and Hollywood.

Gainsborough Assoc., with Mr. Rudich as president and head of the New York office, will continue to be associated with PRB Inc., with Mr. Boyd heading the Hollywood office.

Mr. Jablons, 28, is a native New Yorker and was graduated from New York U. in 1943. He produced and directed the Liberal Party's radio-TV campaigns of 1946 through 1949 and in the latter year also that of Sen. Herbert H. Lehman (D-N.Y.).

SPONSOR MUST IDENTIFY

FCC Reminds

A PLAIN-SPOKEN reminder that radio sponsors or their products must be clearly identified on the air was issued by FCC last week.

Prompted primarily by complaints about the commercial messages of some direct-sales organizations, FCC said the "plain intent" of the Communications Act's sponsor-identification requirement (Sec. 317) is "to prevent a fraud being perpetrated on the listening public, by letting the public know the people with whom they are dealing.

"Therefore," the Commission continued, "reference must be made to the sponsor or his product in such manner as to indicate clearly not only that the program is paid for, but also the identity of the sponsor.

"This is particularly true in the case of direct radio sales messages where it is obviously important that the prospective purchaser be informed of the name of the company from which it is buying the merchandise or the manufacturer of the goods."

The sponsor-identification law "applies with equal force to political broadcasts," the Commission added.

Referring to commercial messages, FCC's notice said:

It is apparent that under the Act and the Commission's Rules (See Secs. 3.189, 3.289, 3.689), the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product.

Thus, "Henry Smith offers you," or "Smith Stove Co. offers you," or "Ajax Pens brings you . . ." would be sufficient, as would reference to a registered brand name ("Rinso," "Lucky Strike," "Duz"). However, "Write to the Comb Man," "Send your money to Nylons, Box . . . ," "This program is sponsored by the Sink Man" or words of similar import which are merely descriptive of the product sold and which do not constitute the name of the manufacturer or seller of goods, or the trade or brand of the goods sold would not comply with Sec. 317, supra.

This is true even where such descriptive terms have been adopted by the selling agency as a convenient method for direct radio merchandising of the products of any company. In all cases the public is entitled to know the name of the company it is being asked to deal with, or, at least, the recognized brand name of his product.

FCC said it "must insist upon full compliance" with Sec. 317 "at all times," and that "any station which is presently not fully complying with the requirements of the rule . . . should take immediate steps to bring its announcements into line with this notice."

Must Disclose Identity

"All licensees are requested to make certain that in making station announcements of sponsored programs that these announcements fully and fairly disclose the true identity of the sponsor or his product," FCC asserted.

With reference to identification of sponsors of political broadcasts, the Commission noted that requirements are spelled out in Secs. 3.189(b), 3.289(b), 3.689(b), and 3.789(b), which apply to AM, FM, TV and international broadcast stations respectively.

The notice quoted Sec. 3.189(b), "which is substantially identical with the other sections":

In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; Provided, however, that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

Another subsection of the rule, it was pointed out, provides that:

In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association, or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

FCC said "the announcements that must be made in this and other like situations will, of course, depend on the particular facts in each case, but appropriate steps should be taken to comply with the spirit as well as the letter of the Act and the Rules in order that the listening public will be fully and fairly given the information required by the Act and the Rules."

FM SET CLAIMS

Industry Check Planned

SET MANUFACTURERS, amazed at claims of FM stations that dealers can't obtain enough FM sets to meet public demand, will check some of these claims. This action came out of a joint meeting held in New York Tuesday by an Industry FM Committee and a committee of Radio-Television Mfrs. Assn.

Judging by comments from both sides, little actual progress was made toward meeting the request of FM stations for more and better receivers. Plans for a joint survey to determine how many sets the public will buy were discussed by the group but no definite project materialized.

Two leading manufacturers claimed they were making as many sets as production lines could handle in view of parts shortages and extensive TV and AM output. One firm said it was limited by facilities for molding plastic cabinets. Manufacturers indicated FM production is costly and much more difficult than AM, with plant officials loathe to produce FM.

FM members urged set makers to include FM-band tuning in a larger share of TV sets. This drew the comment that many set makers have adopted the inter-carrier type of economy circuit, eliminating low-cost switches that can tune the FM band and requiring almost a separate and costly tuning unit.

The change in circuitry, it was felt, removes the chance of FM getting large numbers of tuning circuits in TV sets since elimination of the excise tax differential.

Attending the New York meeting for the Industry FM Committee, formed Aug. 7 in Washington [BROADCASTING, Aug. 14], were Morris S. Novik, radio consultant, chairman; Josh Horne, WFMA (FM) Rocky Mount, N. C.; Elliott M. Sanger, WQXR-FM New York; Raymond S. Green, WFLN (FM) Philadelphia; Harold Hirschmann, WABF (FM) New York; Leonard Marks, attorney, and Ed Sellers, NAB FM director, sitting as observers.

Representing RTMA were James D. Secrest, general manager; Edward K. Wheeler, counsel; H. C. Bonfig, Zenith Radio Corp., RTMA FM Committee chairman; E. H. Vogel, General Electric Co.; Ernest A. Marx, Allen B. DuMont Labs.

HORSE RACE POLICY

WTUX Renewal Denied

FCC POLICY restricting broadcasts of horse race information was substantially strengthened last week in a Commission decision denying license renewal to WTUX Wilmington, Del., on grounds the station's owners, after due notices, continued programming found to be of a "high degree of aid" to local bookmakers.

WTUX, a 500-w daytimer on 1290 kc, was given 90 days in which to wind up its affairs. This deadline would be extended, however, upon filing of a court appeal. WTUX said it will seek this remedy.

Petition Denied

In a separate memorandum opinion and order the Commission also denied a WTUX petition to reopen the hearing to show the station had discontinued all race news programs. FCC contended WTUX before and during the hearing modified its programming in this respect and testified "virtually all" horse race data had been eliminated from broadcasts, hence no need to prolong the case.

Grant of the WTUX renewal was favored in dissents by Comrs. Robert F. Jones and George E. Sterling because the racing program problem is a broad issue concerning many stations. Although admitting "a station which broadcasts programs designed to aid illegal gambling" is not operated in the "public interest," they felt the penalty too severe and favored allowing WTUX another chance to prove its program-reform promises under the circumstances.

Examiner Reversed

FCC's ruling, in which Comr. Rosel H. Hyde did not participate, reversed the initial decision of Hearing Examiner Jack P. Blume who earlier had recommended a license renewal grant [BROADCASTING, Dec. 26, 1949; Jan. 2]. Examiner Blume found that while WTUX's programs did aid illegal betting and were aired "with an almost reckless disregard of their potential use for this purpose," station owners Howard Robinson and Gordon K. MacIntosh had not designed them to this end and had modified WTUX programming to correct the situation.

FCC and Examiner Blume both in substance indicated horse race programming in itself is not bad broadcasting, but the determining factor rather is how much of it is used in relation to other subject material and in what manner it is presented.

Comrs. Jones and Sterling noted the evidence disclosed that "other radio stations in the Wilmington area had likewise aided illegal gambling. The Commission therefore had an opportunity to proceed against other stations concurrently with the pendency of these proceedings, and it has not."

"We are of the opinion," they stated, "that remedial steps should be taken by the Commission on an overall basis directed against all stations which may be operating in such a fashion as to be an aid to illegal gambling and that WTUX should not be singled out and receive the severe penalty imposed by the majority of denying a renewal of license." The two com-

(Continued on page 33)

EMPLOYMENT REPORT Covers Radio Workers

BROADCAST industry employment in 1949, as measured by the week ended Oct. 15, 1949, totaled 43,208 persons (fulltime) who received $3,344,950 in pay, according to a Dept. of Labor analysis covering four nationwide networks, three regionals and 2,016 stations. Data are based on figures gathered by the FCC.

The 1949 labor totals compare with 1948 figures showing 39,572 fulltime employes received a total $3,003,111. In 1949 the 8,816 parttime employes received $519,158 for the week.

Fulltime employes worked a total of 1,650,822 hours during the week, an average of 40.49, compared to an average of 40.27 hours the year before. These figures do not include working hours of general executive officers and assistants.

Average weekly pay of fulltime employes in 1949 was $72.52 compared to $71.22 the year before.

Average weekly pay of the seven networks and their key stations was $93.33 in 1949 compared to $92.44 in 1948, according to the Labor Dept. study. At the 2,005 other stations average weekly pay was $68.05, compared to $67.02 in 1948.

About half the stations reported 15 or more fulltime employes (including the networks) and had 34,000 employes who received $2,805,381 during the 1949 week.

Stations (1,045) with fewer than 15 employes had 9,208 persons on their payrolls fulltime in 1949. They received a total of $539,569 in compensation.

Employment figures in the Labor Dept. survey are broken down into classes of employment, size of community, and class and time. Figures include some personnel working on FM stations but many licensees said they were unable to segregate personnel for jointly operated AM-FM stations.

Complete data covering all reporting stations and networks (fulltime employes with hours and compensation) are reported in the attached table. The figures cover actual hours worked and actual pay received, including overtime payments. On the average the total weekly scheduled hours came within one hour per week of the number of hours actually worked. The scheduled pay was $69.72 compared to actual pay of $72.52.

* * * * * * *

4 NATION-WIDE NETWORKS, 3 REGIONAL NETWORKS AND 2,016 BROADCAST STATIONS*: ACTUAL HOURS AND ACTUAL COMPENSATION OF FULL-TIME EMPLOYES FOR THE WEEK ENDING OCT. 15, 1949

Classification of employes	Total, 7 Networks and 2,016 Stations			7 Networks and 11 Key Stations			2,005 Other Stations			
	Number of employes	Total weekly actual hours	Total actual compensation	Number of employes	Total weekly actual hours	Total actual compensation	No. of stations reporting	Number of employes	Total weekly actual hours	Total actual compensation
I General officers and assistants	2,435	(§)	$387,937	121	(§)	$51,223	1,580	2,314	(§)	$336,714
II Staff program employes:										
A. Supervisory	2,142	89,018	200,793	194	7,494	34,104	1,496	1,948	81,524	166,689
B. Non-supervisory	12,459	487,070	935,978	1,677	59,544	208,020	1,840	10,782	427,526	727,958
III Technical employes: ‡										
A. Supervisory	2,149	91,652	202,520	147	6,003	24,650	1,646	2,002	85,649	177,870
B. Non-supervisory	8,747	370,249	664,970	1,202	51,132	137,377	1,895	7,545	319,117	527,593
IV Commercial employes:										
A. Supervisory	1,066	44,556	125,471	71	2,751	14,337	949	995	41,805	111,134
B. Non-supervisory	3,431	140,495	290,633	219	8,364	32,120	1,461	3,212	132,131	258,513
V Promotion and publicity employes:										
A. Supervisory	292	11,689	31,840	70	2,750	10,998	193	222	8,939	20,842
B. Non-supervisory	452	18,027	32,991	214	8,522	19,872	142	238	9,505	13,119
VI Clerical employes	8,059	320,573	366,618	2,663	103,959	134,125	1,719	5,396	216,614	232,493
VII Building service employes	1,568	61,191	70,855	580	22,231	34,645	569	988	38,960	36,210
VIII All other employes	408	16,302	34,344	184	7,344	23,657	130	224	8,958	10,687
IX Full-time employes (excluding general officers and assistants)	40,773	1,650,822	$2,957,013	7,221	280,094	$673,905	2,005	33,552	1,370,728	$2,283,108
X Average hours and average compensation	.....	40.49	$72.52	.....	38.79	$93.33	.....	.....	40.85	$68.05
XI Total: Full-time employes (including general officers and assistants)	43,208	(†)	$3,344,950	7,342	(†)	$725,128	2,005	35,866	(†)	$2,619,822

* Includes AM-FM employes in a few instances where licensees report they are unable to make a segregation of personnel for jointly operated stations.
§ No scheduled hours, actual hours and scheduled compensation reported for general officers and assistants.
† No totals of scheduled hours, actual hours and scheduled compensation possible because of the absence of data for general officers and assistants.
‡ Of the 10,896 technical employes reported, 7,737 were reported to hold First Class Radiotelephone Licenses. These were distributed as follows: Networks and Key stations, 565; all other stations, 7,172.

KMPC HEARING

Editorial Issue Posed In Richards' Case

FIRST PHASE of FCC's four-month-old hearing on G. A. (Dick) Richards' news policies was near an end last week, with two prominent Democrats among the final witnesses for the station owner who has been accused of ordering news slanted against Democrats and certain minority groups.

Another witness—Jack Tenney, former chairman of the California State Senate's Un-American Activities Committee—challenged the origin of FCC's hearing and declared that if FCC may tell a radio station what it can say, "then we have Soviet Russia here in America."

The Los Angeles phase of the hearing was to have been wound up last Friday, but appeared destined to continue through most of the week. FCC Examiner James D. Cunningham, conducting the hearing, said a recess of about 15 days would precede the opening of the Detroit phase dealing with Mr. Richards' plans for a trusteeship to control his stations—KMPC Los Angeles, WJR Detroit, and WGAR Cleveland.

Sen. Sheridan Downey (D-Calif.) testified Tuesday that:

"No human mind can be impartial. I knew Mr. Richards was a man of very strong feeling on certain matters, including Roosevelt. One of the reasons I was impressed with the Richards station, even though he had that personal view, was he was fair and impartial toward our [Democratic party] cause."

Rollin L. McNitt, attorney and former chairman of the Los Angeles County Democratic Central Committee, joined Sen. Downey in testifying to the reputation of the Richards stations. He held that radio stations should have the same rights as newspapers to advocate particular viewpoints and edit news.

"I have a peculiar philosophy, which may have come from my teaching of Constitutional law," Mr. McNitt said. "I believe that save for treasonable or seditious utterances or salacious matter, a newspaper or radio station has the right to present things in its own way."

His testimony as to the station's good reputation, he said, should be considered in the light of his philosophy of radio broadcasting.

Mr. Tenney said that during his tenure as chairman of the California Senate's Un-American Activities Committee he received many complaints about pro-Soviet commentators on California stations, but heard no criticism of KMPC.

Hits 'Censorship'

"If it is the attitude of the government to prohibit criticism of administration appointees," he declared at another point, "then freedom in America is gone. Unless we plan to have press and radio the same as Pravda is to the Soviet government, a radio station should have discretion in the selection and presentation of its news items."

FCC General Counsel Benedict P. Cottone moved to strike portions of Mr. Tenney's testimony from the record on grounds it was "not responsive," and Examiner Cunningham ruled that unresponsive portions would be deleted.

Commander Craig of the American Legion testified KMPC and WJR had been generous in providing time for the Legion and identified awards given to the stations for their cooperation. Under cross-examination by Mr. Cottone he said he was not familiar with the facts involved in the hearing as they relate to Mr. Richards' policies in the internal operation of his stations.

Other witnesses on behalf of Mr. Richards included:

J. Wyn Austin, Los Angeles City Councilman; Mrs. Dorothy Corey Frothingham, partner and Los Angeles manager, Facts Consolidated Inc., marketing research firm; Ralph Turner and Charles L. Stone, KMPC announcer-newscasters; Dave Manning, KGFJ Los Angeles announcer, formerly with KMPC.

ROBERT BURTON

Civil Defense Post Seen

ROBERT R. BURTON, formerly with the State Dept. as chief on high frequency problems and U. S. delegate to European radio frequency conferences, probably will head up the communications section of the new Civil Defense Administration when it is authorized by Congress, it has been learned.

Mr. Burton, who recently was appointed to head up communications for temporary civil defense planning now crystalizing outside of National Security Resources Board, is expected to be named director, according to present plans. He would work with Leighton Peebles, official of the World War II War Production Board, who now supervises overall communications planning for NSRB.

Violent Reactions

(Continued from page 23)

stood to have approached CBS with offers to buy color shows.

In announcing plans to seek an injunction against FCC, Pilot President Goldberg said the Commission "should have delayed the decision another nine months as the industry pleaded for it to do. This is a feud between the FCC and the industry."

Rep. Emanuel Celler (D-N. Y.), Chairman of the House Judiciary Committee, termed FCC's action "most improvident," and said he had sent telegrams to the Commissioners on Oct. 6 asking for at least two weeks' delay to permit him to study the possible effects of incompatible color on industry, dealers and public. He also had sent a similar message to President Truman.

Sen. Homer E. Capehart (R-Ind.) had requested that the decision be held up at least until Congress reconvenes or until the Senate Interstate and Foreign Commerce Committee, of which he is a member, could explore the implications of the planned decision

A special meeting of the Television Committee of Radio-Television Mfrs. Assn. is slated today (Monday) at the Hotel Roosevelt, New York. The meeting was called after FCC's Wednesday decision was announced. Committee chairman is Dr. W. R. G. Baker, General Electric Co. Admiral President Siragusa was invited to attend.

Attacking the FCC move, RCA's Gen. Sarnoff declared that "no incompatible system is good enough for the American public. The hundreds of millions of dollars that present set owners would have to spend and that future set owners would have to pay to obtain a degraded picture with an incompatible system reduces today's order to an absurdity."

He continued:

When we were asked to comment on the First Report of the Commission issued on Sept. 1, we said "never before has an administrative body of the United States undertaken to coerce the freedom of choice of American manufacturers in what they may build and sell under threat that, if they do not obey, drastic consequences to the public will follow." That threat has today been carried out.

Because the engineers of substantially the entire industry had the courage to disagree with the Commission's impractical proposal, the FCC has adopted this incompatible system just as it threatened to do.

RCA continues to maintain its position that the public interest can only be served by the adoption of standards which provide for a color television system which is fully compatible with existing sets—that is, a system which requires no changes whatever in existing sets and involves no expense to the present owners of television sets.

. . . Black-and-white television was only a dream yesterday, yet 10 million television sets will be in use by the end of this year, and the American people are now buying them at a rate of 800,000 a month. The tremendous technical advances in black-and-white television are the result of practical research, sound engineering, and the industry's demonstrated desire to give the best television to the people at constantly reduced prices.

CTI President Matthews said he thought the color decision was only the beginning of the color fight and that he thought set manufacturers and others would succeed in forcing a review of the decision. He said:

If the decision of five members of FCC concerning color television is put into effect it will impose a staggering financial burden on present TV set owners and depreciate the value of black-and-white sets considerably. More than eight million TV set owners, many who have purchased their sets on the installment plan, would be the real loser.

The American public will be unjustifiably saddled with an incompatible inferior system that will impose an out-of-pocket penalty under this ruling. The FCC edict will deprive TV set owners and their families of complete television performance and entertainment which they anticipated when they purchased their present black-and-white sets. When this loss is fully realized by the public, CTI is confident the FCC will want to change its decision in the public interest.

In the meantime CTI will continue full speed ahead. . . .

President Paul Galvin of Motorola noted that court action may keep FCC from effecting its ruling. He said the public will still buy black-and-white, even when color is available.

Reassures Dealers

In a fiery telegram to Admiral's 16,000 dealers, President Siragusa urged them to "reassure the public that Columbia color and FCC action means little or nothing to harm the growth of television as we know it," and that "present excellent programming will continue in black-and-white on all four major networks." His message asserted:

Impractical, unsightly whirling disc system which Commission approved will be pushed only by CBS, a network owning four stations out of a national total of 107 [Note: CBS owns one TV station outright, has substantial minority interest in two others.] No sponsor will make any investment in color telecasts for an audience which will consist mainly of CBS executives. It is our prediction CBS color will bumble along for a few months, after which time a compatible electronic system which can be utilized by present receivers will be perfected. Then CBS receivers will be completely obsolete. . . .

Admiral is proud of the way you television dealers, America's hardest-hitting sales force, have steadily increased your business in spite of obstacles bureaucrats have constantly thrown your way.

President Alschuler, of Sentinel, labelled FCC's action "untimely and unwarranted."

President Meck, Meck Industries, told his dealers in a letter that "no manufacturer is going to do an all-out job on the CBS color receiving equipment":

The CBS system is not now and never will be practical for anything more than a 10-inch or 12-inch picture tube. Next spring the most popular tube size will be 21 inches. The whirling disc needed to produce color pictures from this tube would have to be about 54 inches wide. To rotate fast enough to produce clear color, such a disc would have to revolve at the rate of 50 miles an hour at its circumference.

There is not enough equipment in the United States to perform the dynamic balancing required for such a wheel. There are many other problems that make all-out productions of such sets impractical.

The FCC has left the way open for a sound electronic system of color television. We are still several years away from color television. This arbitrary decision has no practical effect on the situation but only adds to the confusion. . . .

Chairman Pokrass, of Tele-King, emphasized the "critical" shortage of components and said "the largest practical color picture area" under the CBS system "would require the reduction of the image to the equivalent of the now almost obsolete 12½-inch tube." He said:

. . . The decision of the FCC means that there will be approximately 20 hours a week of color broadcasting from one station, mostly at inconvenient times, and as far as we know, without adequate sponsorship. To receive this transmission, it will cost about $100 to convert. . . .

. . . The public is interested in good programs and a clear picture. It will be years before color will be ready for general use. As has been our policy in the past, we will keep ourselves in readiness for anything the public demands.

Through an assistant, Sen. Capehart notified the Commission before the decision came out that he thought adoption of an incompatible color system would be unfair to present set-owners, and, additionally, that the present international situation raises a question as to the availability of materials necessary for set conversion.

He expressed belief that Congress should study the "basic question" of FCC's authority to issue such a decision and examine its technical soundness.

Rep. Celler, in Los Angeles on business, said adoption of the CBS system "should have been more gradual," and that "it will leave many sets on the shelf, making them obsolete." He said he had sent the following telegrams to FCC members on Friday before the decision was issued:

Regarding present uproar on color television, because of necessary trip to Coast I urgently request two weeks' time to inform myself on the facts involved in this serious question and its effects upon industry jobbers and dealers and upon two million black-and-white television set owners in my home state whose sets will be obsoleted by adoption of any incompatible color system. Grave public and economic considerations are involved not only for today but for the indefinite future. I hope the Commission will not adopt incompatible standards during this short period.

On the eve of the decision, the National Assn. of Electrical Distributors "earnestly" urged FCC to postpone action until July 1951 to "enable manufacturers, distributors, and retailers to give the subject the further careful scrutiny and study which its tremendous importance demands, and . . . enable them to be of further assistance to the Commission in working out the ultimate solution to this pressing problem.

'HEROES SPEAK'

Servicemen Record Programs

ACCENT on Democracy—what it is and how it works in action—and on human interest qualities is being reflected in childrens', special events and other programs now being aired by WCCC Hartford, Conn., according to Syd Byrnes, program manager.

Most recent of WCCC's programs is *Hartford Heroes Speak*, consisting of musical dedications recorded in this country and overseas by the city's servicemen for their friends and families back home. Recipient is notified by the station of the day and time the dedication will be broadcast.

Mr. Byrnes

First broadcast was heralded with a formal announcement by Mr. Byrnes and attendance of many notable guests. When men of the 43d National Guard left for service, a special events microphone was on hand for interviews with soldiers and their families. WCCC aired addresses from the state capitol by Gov. Chester Bowles and Maj. Gen. Vernon Moorehouse, state selective service director, when the first draftee left for duty.

TRENDS GROUP

NAB Committee Meets

NAB Business Trends Committee, comprising leading industrial, business and economic leaders, meets today at the Waldorf-Astoria Hotel, New York.

First meeting of the group, formed last spring [BROADCASTING, May 22,] is scheduled to take up major areas of strength and weakness in the current business picture; mobilization and defense plans; outlook; points at which media have failed in their effort to reflect true business conditions to the American people.

The committee was authorized at the NAB February board meeting. The plan calls for preparation of an economic report by Richard P. Doherty, NAB employe-employer relations director.

BMI REPORT

Shows $4,187,000 Income

INCOME of $4,187,000 for the fiscal year ending July 31, 1950, was reported by Broadcast Music Inc. in a financial statement issued last week.

Carl Haverlin, BMI president, reported an increase in radio use of BMI music. He estimated that in 1950 radio performances of BMI music will be more than 21 million, a 10% increase over 1949. During the fiscal year BMI paid $2,206,000 for performance rights.

Mr. Haverlin said 2,768 broadcasters renewed their BMI licenses for the 1950-59 period. BMI also has licenses with more than 3,200 hotels, restaurants and other music users, he said.

Canadian Broadcasting Corp. and all independent Canadian stations are BMI licensees. In the past year BMI has added 20 writers to those under contract, Mr. Haverlin said.

TOPIC here is football, as Tidewater Associated Oil Co.'s 25th year in gridiron radio on the West Coast gets into full swing. Exchanging details of this fall's 100 network and independent station Tidewater circuit are (l to r) Hal Ashby, NBC account executive; Harold R. Deal, advertising and sales promotion manager, Tidewater; Mervin McCabe, KFRC-Don Lee sales manager; Ray Randall, vice president, Buchanan & Co., agency, all with offices in San Francisco.

FCC BUDGET

'51 Funds Pared $50,000

FCC will issue a detailed allocation of its 1950-51 budget sometime during the next fortnight following notification by the Budget Bureau last week of a $50,000 "holdout" in its $6,625,000 appropriation for the fiscal year beginning last July 1.

The $50,000 "reserve" in funds and authorizations represented a 50% decrease in the original sum set by the bureau and indicated a relatively small drop in operating funds as measured against previous estimates from 10% to 12% [BROADCASTING, Aug. 28, 7.] The reserve approximated less than a 1% cut.

The Budget Bureau had notified the FCC Sept. 11 that it could anticipate a $100,000 slice under the Budget Accounting Act of 1950 which authorizes reserve holdouts throughout all government agencies and departments. The Commission testified at 1951-52 budget hearings last Thursday.

Announcement of the $50,000 FCC reserve and others for remainder of the 31 government agencies and departments, totaling $580,271,335, was made last Tuesday by Frederick J. Lawton, budget director. Last August Congress had rejected amendments calling for a $550 million cut in non-defense funds.

The bureau last week also directed "slashes" of $100,000 for Federal Trade Commission, which passes on questionable media advertising, and $7,980,000 for the State Dept. as well as $40 million for the Agriculture Dept.

State Dept. spokesmen doubted that the international information program, including Voice of America, would be affected in view of a record-high budget this year as advocated by President Truman. But the Agriculture Dept. will have to forego funds originally contemplated for its information department television program, whose activities will be lumped under radio expenditures.

Mr. Lawton stated that it "will probably be necessary during the remainder of the year to release some of these reserves, and it is likewise probable that opportunities will be found for savings in other areas."

DEFENDS AMA DRIVE

Brewster Hits Attackers

CHARGE by some administration leaders that the American Medical Assn.'s current $1 million-plus advertising campaign is a "plot" and "smear campaign" against the President and Democratic Party was sharply assailed last Thursday by Sen. Owen Brewster (R-Me.).

Sen. Brewster described the charge, which he attributed to Federal Security Administrator Oscar Ewing, Rep. John Dingell (D-Mich.) and other party members, as a "flagrant insult" to radio and press media and an attack on the Constitutional rights of free speech and press.

AMA allotted $300,000 out of a total $1,100,000 ad budget for purchase of over 30,000 radio spots for a two-week period ending this coming Saturday [BROADCASTING, Oct. 9]. The association and its agencies already are formulating plans for a follow-up drive on behalf of voluntary health insurance, through Russel M. Seeds Agency, Chicago.

Rep. Dingell had characterized the drive as an "insidious tactic to corrupt the public mind," a statement which prompted Sen. Brewster to accuse administration leaders of "growing arrogance in their attacks" upon Constitutional rights.

"No thinking person with a shred of respect for . . . free speech and free press would use the words 'plot' or 'insidious' in describing an open public advertising campaign paid for by private citizens. To do so is a flagrant insult to the newspapers, magazines and radio companies of our country," he declared.

Sen. Brewster added:

The doctors believe that the voluntary way is the American Way—that unnecessary compulsion by government is wrong. Their advertisement will say that. So will the advertisements of thousands of other private citizens. Yet before these advertisements even appear the Democratic hatchet men seek to distort the thinking of American citizens with vilification and falsehoods. It is clear that the administration has reached the point where, either through fear or arrant selfishness, it would institute thought control in America.

This is the way of dictatorship. Only oppressive governments or cowards are afraid to let the opposition speak freely.

KINTNER DAY

Hometown to Roll Out Carpet for ABC Pres.

FINAL plans for the celebration of Robert E. Kintner Day, to be held Oct. 17 in Stroudsburg, Pa., have been made, and will result in a very busy day for the ABC president in his hometown.

At 11:30 a.m. Mr. Kintner will be met at the Delaware bridge and escorted into Stroudsburg by a police motorcade. Then at the Penn-Stroud hotel, he will be welcomed officially by the city and representatives of the Pocono Mts. Chamber of Commerce, and serenaded by the Stroudsburg high school band.

Mr. Kintner

At 12:15 p.m. members of the Vacation Bureau, the boards of directors of the Pennsylvania and Pocono Mts. Chambers of Commerce, and the Pennsylvania Week Committee will present a scroll to Mr. Kintner at a luncheon in the Penn-Stroud. Following the luncheon, a news conference will be held, after which Mr. Kintner will tour the industrial and sports shows at the East Stroudsburg Farmery.

After a dinner at the Penn-Stroud with a small group of close friends, Mr. Kintner will go to the State Teachers Auditorium where he will meet Gov. James H. Duff of Pennsylvania.

From 8:00 to 8:30 p.m. ABC will join in the festivities by airing a special broadcast from the auditorium. Walter Kiernan as m. c. will introduce Paul Whiteman and the ABC Symphony Orchestra, Pianist Earl Wild, Jimmy Blaine, and Marion Morgan of *Stop the Music* fame, and by special recording from Washington, Joseph Alsop, who with Mr. Kintner coauthored a syndicated column and two books. During the program, Gov. Duff will present Mr. Kintner with the following citation from the State of Pennsylvania and salute him as "Pennsylvania Ambassador."

Citation will read: ". . . awarded to Robert E. Kintner . . . who by his enterprise and ability has attained great prominence as a newspaper writer and radio executive. Awarded during Pennsylvania week, 1950."

At the close of the air show, for the auditorium audience, a special comedy and musical show will be presented. The day's activities will close with a reception and buffet supper at the Penn-Stroud, to be attended by some 300 people.

SPONSORED TIME

Ross Shows NBC-TV First

OF A TOTAL of 116 hours of Class A time on the four television networks, 76½ hours are sponsored by network advertisers and the other 39½ made up of cooperative sponsorship, local sponsorship and sustaining, according to an analysis by *Ross Reports on Television*.

NBC-TV has only 1½ hours a week of unsponsored A time; CBS-TV has five unsponsored Class A hours; ABC-TV has 14 and DuMont 19.

Radio (and TV)

(Continued from page 21)

nual convention, published on the front page of BROADCASTING, said in part:

Radio broadcasting not only is the great fire-side entertainer but has come to be a great moulder of public opinion. There should be no monopoly in the moulding of public opinion, either government or private.

Even then, FDR foresaw the development of TV, as indicated in this paragraph:

Today broadcasters are faced with development of new and intriguing innovations in the field of radio. I refer to reports reaching me of laboratory achievements in visual radio and in the shortwave field. When they will prove technically and economically practicable, of course, no one can foretell. But I have an abiding faith in American inventive genius and in the ability of broadcasters to utilize these new developments in a way that will improve their service to the nation as a whole.

And just a year later—June 11, 1937—when the NAB held its 15th convention, Mr. Roosevelt, in his third letter to BROADCASTING, lauded radio for its public service during the Ohio and Mississippi river floods, which inundated thousands of acres and left hundreds homeless. He said:

The manner in which radio threw open its facilities for relief work during the devastating floods of the Ohio and Mississippi early this year was a revelation of its tremendous public service value in time of emergency, and a credit to the spirit of helpfulness on the part of the broadcasters of the nation.

Problems 'Not Insoluble'

Radio then was having intramural conflicts, with the very existence of NAB threatened. On this score, Mr. Roosevelt said:

The problems that present themselves to you broadcasters are not insoluble. In your industry there are no problems that cannot be solved by intelligent management, good programming and an awareness of public responsibility.

On Oct. 8, 1940, just prior to his election for a third time, establishing precedent for White House incumbency, President Roosevelt made his flat "radio as free as the press" pronunciamento. The occasion was a congratulatory message to the Editor "on the steady progress which enables you to mark the beginning of the 10th year of BROADCASTING magazine by making this journal a weekly instead of a semi-monthly publication."

He continued:

This proposed change emphasizes the importance that radio has attained in every phase of our national life. The rapid growth in radio and in the technique of broadcasting have been truly amazing during the past decade.

In all probability we are still in the infancy of this field of communication. New developments, such as television, are certain to broaden radio's service. Moreover, radio has an increasing obligation to keep the people fully informed. A free radio is just as essential as a free press.

President Hoover's first utterance on American Plan radio after his assumption of the Presidency came on Oct. 26, 1931, in a remote control talk to the opening session of the ninth annual convention of the NAB in Detroit. It was published in full text in the Nov. 1, 1931 BROADCASTING, the second number to roll off the presses. He alluded to the 1922 "Hoover Conferences," when, while Secretary of Commerce, he directed the developments that led to the "national policies in relation to radio."

He said:

The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by the government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels under private enterprise where there would be no restraint upon programs, has secured for us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in government broadcasting. It has preserved free speech to the country.

These principles are now strongly imbedded in our law and in our entire public system. The industry has constantly faced new and complex problems in developing policies and practices abreast of development and need. Your association has contributed greatly to their solution. I am confident that you recognize the responsibility which rests upon you in public interest. It is needless to mention the many-sided importance of radio in modern life. Its dissemination of entertainment, of knowledge, and of public opinion and topics of the public welfare, has become an essential element in the intellectual development of our country. It has brought most of the supposed values which were formerly available exclusively to life in the cities to every home throughout the land, for the treasures of music, of entertainment, and of information have been brought to the loneliest farm and the most remote hamlet. It is an incalculable extension of happiness and contentment.

AT DINNER following a special broadcast of the *Esso Reporter* on WGY Schenectady, plaque for public service was presented to the station by Esso Standard Oil Co. Taking part were (r to l) R. B. Hanna, WGY manager; Bill Meenam, the first Esso Reporter who began the series in 1935, and Harvey J. Green, district manager, Esso Standard Oil Co., who presented the plaque. Following the regular newscast a resume of news headlines entitled *Fifteen Fateful Years* was presented by the WGY staff. Material was compiled by United Press.

Don Lee

(Continued from page 25)

July, may remain with the organization in a top-level capacity. Preliminary talks between Messrs. Weiss and Hoffman, who wants him to remain, already have taken place.

In a closed-circuit talk to affiliates on Tuesday, Mr. Weiss gave assurance the network will remain intact, if and when purchased by the Hoffman group.

In telegrams to Frank White, president of Mutual, and Theodore C. Streibert, president of WOR, which like Don Lee owns approximately 19% of Mutual stock, Mr. Weiss said:

No Changes

"I have been authorized by Mr. H. L. Hoffman, president of Hoffman Radio Corp., who was high bidder for Don Lee properties, to assure you that Don Lee Broadcasting System would be preserved intact and that its relationship with Mutual Broadcasting System would be continued in the spirit of whole-hearted cooperation that has characterized our association for the past 13 years."

Mr. Hoffman reported that no new companies will be formed and there will be no change in management, ownership and operation of Hoffman Radio Corp., which started in 1941 and manufactures radio and television receiver sets as well as electronics equipment for armed forces.

Besides four owned and operated stations (KHJ Los Angeles, KGB San Diego, KDB Santa Barbara, KFRC San Francisco) Don Lee Broadcasting System has 16 California affiliates with 25 affiliated through Pacific Northwest Broadcasting Co.

Thomas S. Lee Enterprises Inc. owns all of the outstanding shares of Pacific Northwest Broadcasting Co. in addition to its holding in MBS.

Other assets of Thomas S. Lee Enterprises consist of a three-acre studio building at 1313 Vine St., Hollywood, completed about two years ago at a reported cost of $3 million; KTSL (TV); KHJ-FM; Mt. Lee, Hollywood, present TV and FM transmitter site; 160-acre Mt. Wilson, Pasadena, proposed site of TV and FM transmitter, as well as Culver City KHJ transmitter acreage. In addition to the radio and television properties, the estate has a $5¼ million cash reserve, representing recent liquidation of Don Lee Cadillac agencies and other properties.

Thomas S. Lee estate is now in process of litigation. His will, written in 1934, leaving the entire fortune to an uncle by marriage, R. Dwight Merrill of Seattle, is being contested by his aunt Mrs. Nora Patee, and by two adopted daughters of his father, the late Don Lee.

CBS was reported to have worked out an agreement with William O'Neil, president of Yankee Network, to buy KTSL should the General Tire & Rubber Co. bid have been accepted. Yankee would retain the Don Lee Network regional setup, with CBS utilizing studio facilities for its TV operations on a rental basis at 1313 Vine St. until its planned Television Center is available.

CBS is known to be intensely interested in securing its own TV station in Los Angeles, and may undertake negotiations to acquire Earle C. Anthony Inc.'s KFI-TV or Mrs. Dorothy Schiff's KLAC-TV.

NEWS TOPS

Station Survey Shows

NEWSCASTS are at the top in a program popularity poll conducted in 23 southwestern Wisconsin cities by WRCO Richland Center, Wis. The survey covered 10 counties.

Second on WRCO's first annual canvas of listeners was the philosophy and poetry type of program with soft music background, preferably organ. Religious programs ran third; birthday and anniversary announcements, fourth; and children's programs, fifth. Tabulation on types of musical programs desired ended in this order: Popular, hymns, semi-classical, western hillbilly, waltzes, classical, martial, polkas, organ, and square dances.

The poll disclosed an average listening day of 7½ hours, with radio's popularity increasing between 20% and 50% in winter months. More than 50% of those canvassed stated they listen steadily between 12 noon and 3 p.m. Other popular periods were from 7 to 10 a.m. and from 5 to 7 p.m. In answer to the question, "What type of programs would you like more of?" sports and drama received the biggest share of votes, with women's programs, quiz and talent shows following in that order.

Horse Race Policy

(Continued from page 28)

missioners noted that prior to the conclusion of the hearing WTUX had modified its programs so as to be of no aid to illegal gambling and also presented plans for programs "in the public interest."

The decision noted Wilmington bookmakers have used not only WTUX but also WWBZ Vineland, N. J., WPWA Chester, Pa., WITH Baltimore, and to a lesser extent, WSNJ Bridgeton, N. J., WANN Annapolis and WPEN Philadelphia.

Some observers considered last week that although the WTUX ruling shows FCC presently is inclined to handle the horse racing problem on a case-to-case basis, the background in the proceeding and legislative concern on Capitol Hill this past summer emphasize the importance of the Commission's policy as buttressed by the WTUX decision.

Tighter Policy Seen

That the FCC policy would be tightened was evidenced initially in the WTUX hearing [BROADCASTING, June 20, 1949]. Local police authorities, whose complaint against WTUX precipitated the proceeding, testified they had turned to FCC for help since the problem of broadcast aid to gamblers appeared to be more than a single-community affair due to radio signals extending over city and state boundaries.

Legislative concern over the issue arose with a bill (S 3358) to ban all interstate transmission of gambling information and directed specifically at radio and TV. Although the bill was supported in the Senate it was opposed by FCC as impractical and ultimately dropped from further consideration as the Senate approved the overall crime investigation proposed by Sen. Estes Kefauver (D-Tenn.). The WTUX case was brought into the three-weeks hearing on S 3358 while Wilmington police authorities appeared to testify on the problem [BROADCASTING, May 1, 8, Oct. 2].

The FCC majority, "in view of the overwhelming weight of the evidence to the contrary," concluded "we are impelled to reject the self-serving declaration of innocent design by Messrs. MacIntosh and Robinson and to find that the horse racing information broadcast over Station WTUX, was with the complete knowledge of the station's owners, of a high degree of aid to bookmakers in the Wilmington . . . area."

"Since the station's principals continued to supply information to bookmakers with full knowledge that the latter were using the data in their illegal operations," the majority continued, "we must conclude affirmatively on the question of whether the horse racing information was to any extent intended or designed to be of assistance to persons engaged in illegal activities in connection with betting on horse races."

Thus, despite the applicant's "belated reforms" in programming, FCC considered the "record of poor performance a better indicator of what may be expected in the future than the applicant's promises to reform."

The majority stated it had considered "the circumstances that the operation" of WTUX "was the first broadcast experience for Messrs. MacIntosh and Robinson and that they relied, to some extent upon the advice of counsel in continuing their horse racing format beyond the time when they were on notice that their programs were assisting illegal gambling activities." FCC said it found here, though, "no compelling reason to modify our judgment that a grant of license renewal would be inconsistent with the public interest."

FCC continued:

There is substantial evidence to indicate that Messrs. MacIntosh and Robinson even now do not understand the duties and obligations of a licensee. The record is clear that they persisted for a considerable period in retaining the horse racing program format even after adequate notice that the information being broadcast was of aid to illegal gambling. In relying to any degree upon the advice of counsel, the applicant must be taken to have proceeded at its own risk, as Mr. MacIntosh, himself an attorney, must have known. It is the licensee to whom the Commission must turn for ultimate responsibility. That responsibility cannot be evaded with the plea that counsel did not exercise that proper judgment which the Commission must expect from the licensee.

FCC found basic policies of WTUX programming to be "clearly in the interest" of Wilmington in that they proposed to furnish the local audience with a different service than that broadcast by other stations there, as well as to provide sustaining time for civic, charitable and religious organizations. "However, the same cannot be said of much of the program service developed by the station in implementation of these policies," FCC declared.

Programming Outlined

The decision noted that WTUX set aside the "entire afternoon period, Monday through Saturday, for one program, the *1290 Sports Parade*, which consists of recorded music, several newscasts, frequent announcements of horse racing and other sports news and results, and two 15-minute sports resumes." Since WTUX is a daytime only outlet, FCC questioned WTUX's program balance in view of the standard outlined in the horse race program decision involving WWDC Washington, issued in February 1948.

"Even in the station's chosen field of emphasis, sports programming," FCC found that WTUX "is limited in its coverage by a lack of available time to carry play-by-play accounts of football games, baseball games and other daytime sports." The majority concluded that "without going further, it is clear that other interests in the community . . . have been neglected . . . and that program imbalance has resulted."

FCC recognized the broadcasting of sports news is a "function of a medium of mass communication," that "dissemination in interstate commerce of information concerning horse racing is not in itself an unlawful activity under existing Federal law," that racing and betting at tracks are legal in Delaware, and that there is a high interest in racing in the Wilmington area.

FCC nevertheless stated it could not be concluded upon the record in the WTUX case "that interest in horse racing is such a dominant factor in this community's life as to warrant the extensive, detailed and year-round coverage of that sport which . . . WTUX has provided."

The decision found that "until recently," WTUX "broadcast not merely the results of the races and mutuel prices paid, but also a large variety of other racing information" including scratches, track conditions, off-times, predicted post times, jockey changes and insertions and identified horses by their Armstrong selection numbers. Until shortly before the hearing WTUX had no policy of delaying results, the decision continued. Results were aired on the average of four and six minutes after a race and in some instances within one and two minutes, FCC found.

Those legally betting at tracks would not be listening and the average listener, even if interested in sports, would not need this detailed data so quickly, FCC observed. "On the other hand," FCC said, "each of the details regarding horse racing which was broadcast by the station had a particular and peculiar utility to bookmakers." FCC noted the station owners continued this programming even after reading the WWDC decision and conferring with local police authorities who complained about the broadcasts.

FCC also noted the afternoon program was "sponsored" by Armstrong Daily Sports Inc., "publisher of a daily 'scratch sheet' devoted to horse racing information." The decision said this paper had wide circulation among race fans, "including persons engaged in illegal bookmaking," and almost everyone arrested in Wilmington for bookmaking possessed one.

"Even more significant is the circumstance that the information broadcast was certainly not being aimed by the sponsor at those placing legal bets at the race tracks," FCC stated. "Although we recognize that the intent of the sponsor of the program is not determinative of the broadcaster's design, the acceptance—in fact, the solicitation—of the account by Messrs. MacIntosh and Robinson, reasonably, on the basis of the record, attributing to the latter an awareness of the foregoing considerations, carries with it an implication of participation in the sponsor's purposes."

OHIO MEET

Admen Stress Radio In Defense Role

VARIOUS phases of 1950 trends in advertising were discussed by national advertising and sales promotion executives at the seventh annual Advertising Conference sponsored by Ohio State U. in Columbus, Oct. 6-7. If a single dominant note emerged from the talks it was: All broadcasting—AM, FM, TV and facsimile—is important in girding America for any eventuality.

Fred Lazarus Jr., president, Federated Department Stores Inc., Cincinnati, advocated curtailed expenditures of government for non-military purposes.

"Military needs come first, we must assume there is little prospect of genuine peace in the near future. . . . The American people know they have a burden to bear. But they also know it is well within their capacity," Mr. Lazarus said.

He added that all efforts—"foreign, domestic, social and financial"—need to be coordinated and it is here that broadcasting can make its largest contribution. "If this coordination is accomplished there can be no doubt about the outcome," he said.

Ben R. Donaldson, director of advertising, Ford Motor Co., discussed the use of TV by a national advertiser. Benjamin S. Katz, Gruen Watch Co. president, talked about the use of advertising in selling "higher priced merchandise." Dave Arons, of Gimbel Bros., Philadelphia, underlined that his firm's experimentation with TV has entered a new phase: "To us, it is a daily advertising medium with . . . stability. . . ."

Ira W. Rubel, Rubel & Field, Chicago advertising agency, discussed agency management problems and advocated the use of incentive plans for cutting costs. H. H. Dobberteen, vice president, Benton & Bowles, New York, spoke about media analysis and selection, pointing out that the number of national advertisers has increased from about 2,800 in 1940 to 4,800 in 1950. He said: "Any given advertiser faces greatly increased competition from all advertising. This has apparently resulted in a decrease in the net effectiveness of advertising expenditures for a given product or purpose."

Dr. Kenneth Dameron, Ohio State professor, arranged the conference in co-operation with the Fifth District Advertising Federation of America.

Other keynote speakers included: John Goodwillie, Alexander Smith & Sons Carpet Co., New York; Richard M. Rairigh, McCann-Erickson, Cleveland, and Russell Brown, vice president, Allied Stores, New York.

Pollock at KXOB

GRANT POLLOCK has taken over the general managership of KXOB Stockton, Calif. Anouncement of the appointment had been made last month [BROADCASTING, Sept. 18]. Mr. Pollock, formerly manager of KVON Napa, Calif., succeeded Keith Pinion who moved to KXOA Sacramento, under the same ownership as KXOB.

Mr. Pollock

Strictly Business

(Continued from page 16)

was one of two children. His father, an electrical engineer, died when Eddy was only five. The incident was a turning point in Eddy's life for he was sent to an orphanage in up-state New York.

Still a youngster, who had the opportunity to complete only the seventh grade, Eddy learned the rudiments of typography from his foster father; a foreman at the American Type Founders, who was a printer of "the old school."

Eventually Eddy sought his future in California. Convinced that the West Coast was where he wished to settle, and fired with the belief that the cellophane packaging idea would some day sweep the country, Eddy Allen started as salesman at Budget Pack.

Introduction to Radio

Eddy met radio's selling power during the war when some retailers were trying to make a fistfull out of the situation of scarce materials. At the outset of the war, Budget Pack sponsored Frances Scully on KECA Los Angeles. By calling to task certain department stores and other retailers for selling goods at prices over-inflated, Miss Scully created a loyal following. Whenever she would mention one of Budget Pack's products, the grocer's shelves would be depleted in 48 hours. Because of the scarcity of materials, the firm was hard put to it to replace its products.

A few years later, Budget Pack was advertising again, this time with radio's blood relation—television. Eddy Allen discovered the power of the new medium on July 4, 1949.

That day there was a gathering of children at the Allen house, celebrating the Fourth with fireworks. Suddenly the racket stopped when one of the youngsters called, "'Beany' is on!" Amazed that there was something beyond the attraction of fireworks in a child's life, Eddy investigated. He then became acquainted with *Beany*, a television puppet show. Aware that *Beany* could draw children from the most active play, Eddy proceeded to find the program a local sponsor—Budget Pack. Now the show is sponsored by Budget Pack 6:30-6:45 p.m., Mon.-Fri., over KTLA (TV) Los Angeles.

Other Budget Shows

Other programs, both radio and television, have carried Budget Pack's message to West Coast listeners and viewers. Prior to the Scully sponsorship, the firm backed Tom Breneman's *Breakfast at Sardi's* before it was beamed nationally. It also sponsored *Chef Milane* on radio. Another of its TV programs is *Tele-Teen Reporter*, telecast at 7:30 p.m. Wednesday on KLAC-TV Los Angeles.

Eddy and his wife, Rose, will celebrate their 15th wedding anniversary next February. They have three children, Toni, 14; Judy, 11, and Robert Alexander, 9.

KEYSTONE ELECTS

Wolf President, Rogers to Board

BOARD of directors of Keystone Broadcasting System has elected Sidney J. Wolf president and Naylor Rogers a new member of the board. Mr. Wolf, a Chicago attorney, has been secretary and treasurer of Keystone since 1941, and Mr. Rogers, executive vice president, joined the network in 1942.

Other new Keystone officers are Noel Rhys and Joseph Bayer, vice presidents, and Arthur Wolf, secretary and treasurer. The latter, one of the principal stockholders of KBS, is associated with the new Keystone president, his brother, in the law firm of Sidney J. and Arthur Wolf.

Mr. Rhys, who has been associated with the company since 1941, is in charge of the New York office. A World War I air pilot, he was a Hollywood writer and publicist associated with the motion picture industry before joining Keystone. Mr. Bayer, a Chicago business man, has been interested in the network since 1941.

Mr. Rogers has been in broadcasting since 1924 when he was a member of KNX Hollywood's first staff. A member of Radio Pioneers Club, he has been credited with many firsts, including regular broadcast of news and public events, airing of a full grand opera, and other innovations which have since become standard practice in broadcasting. He is a member of the Chicago Radio Management Club, Chicago Federated Advertising Club, and is a charter

Sidney Wolf

Mr. Rogers

* * *

member of the Los Angeles Advertising Club.

Sidney Wolf has played an active part in the development of Keystone's national transcription service to small towns and rural areas from coast to coast. He recently reported to KBS stockholders that with the acquisition of a number of new national accounts in 1950, the network is now carrying more accounts than ever before. He attributes the upsurge to the fact that advertisers going into television are using Keystone to supplement their TV coverage. Mr. Wolf reported that KBS now has 402 affiliated stations and reaches 8,071,430 radio homes.

NEW PROPAGANDA TECHNIQUE

Broadcasts from Guided Missiles Envisioned

ACCELERATED plans for psychological warfare, envisioning propaganda broadcasts from guided missiles, were revealed by the U. S. Army last week and elaborated on by Brig. Gen. Robert A. McClure, head of the Army's Psychological Warfare Division.

Gen. McClure speculated that, while the idea suggested a page from Buck Rogers, such a propaganda weapon is "not too much to expect in these days of guided missiles." He said the Army's program, now being stepped up, will be coordinated with the State Dept. in addition to other military branches looking to formation of a set policy.

He pictured such missiles circling over foreign countries and broadcasting messages to the population, as well as dropping leaflets.

Gen. McClure's division is part of a section of G-3 under the Army General Staff, but soon may be given individual status under the Army Special Staff, he indicated.

Guided missiles have come up for discussion in NSRB, defense and NAB circles in the past two months. There is speculation that they may be able to "home in" on radio and television signals, but the practicability of such a procedure was seriously questioned.

Two factors expected to militate against success of such maneuvers reportedly are current creation of a permanent radar network and resort to changes in wave length frequencies.

One of the most intriguing possibilities is that missiles could be guided by "heat waves" or sound to targets pre-set by enemy direction finders. Elimination of sound noises and counteraction of heat in rural areas were felt to be the simplest defense against them.

WKID SOLD

Public Auction Held

WKID Urbana, Ill., has been sold at public auction for $9,700 plus "encumbrances" estimated at $27,000, it was reported last week. Buyers are Elwood Fabert, former president of the station when operated by University City Broadcasting Co., and Howard K. Kemper, Mr. Fabert's business associate. Sale is subject to FCC approval.

Off the air for several weeks, WKID was ordered sold at auction on Oct. 6 by the referee of bankruptcy, Federal Court, Danville, Ill. The action followed petition by several WKID creditors for involuntary bankruptcy. James M. Strand, announcer, was appointed trustee for liquidation of the assets. WKID is assigned 250 w daytime on 1580 kc.

Mr. Fabert held about 25% of the WKID stock but was inactive in the operation of the station.

COMMUNICATIONS

Army Expands Equipment

KOREAN situation and the present increase in the size of the Army are responsible for a 500% increase in procurement of communications and other items for its combat and service troops, the Army Dept. acknowledged Oct. 8.

Revealing a total expenditure of $2 billion for the past fiscal year, the Army said that, from the overall standpoint, the present Army program appears to involve procurement four to five times greater than the 1950 rate, or roughly $10 billion.

The signal Corps, responsible for procuring all communications equipment, is slated to spend 6.6% of total funds obligated for fiscal 1951. The Army Ordnance Corps is tabbed for 57.8% to be spent on guided missiles and other weapons.

President Truman earlier had asked $10.5 billion for overall defense (Army-Navy-Air Force), with $1.5 billion tagged for weapons and electronics, and $1 billion for electronics-communications alone [BROADCASTING, July 31, 24]. Latter sum was further supplemented by an additional half-billion dollars, bringing electronics to $1.5 billion.

While the 6.6% represents $66 million to be expended by the Army Signal Corps, it was explained that the $10 billion figure applies only to acquisition of "major items" and not to Army-wide procurement or other services.

Feature of Week

(Continued from page 16)

merchandise have more appeal than that available in Worcester (a city of 200,000 population).

The drive, which began Sept. 1, is directed by Commercial Manager Herb Krueger working with Local Sales Manager Bob Brown. On the theory that "What's good for Worcester is good for all of us," the station broadcasts hourly shop-in-Worcester taglines, most of them pointing up facts re-activated by station research.

Now residents are becoming aware of the availability of a flock of stores in the city, rather than the "choice few" they frequented in the past. The WTAG theme also will carry a charge account appeal and other such personalized approaches. Preceding every campaign announcement, all retailers in the city receive a form letter telling them about the idea and asking for comments or suggestions. Data is obtained through the aid of the local retail advisory committee and the Chamber of Commerce.

XUM

A NEW IOWA SURVEY WITH RELIABILITY PLUS!

Combines Large Sample "Interview" and "Diary" Techniques

FOR years, the Iowa Radio Audience Surveys* have been recognized as thoroughly reliable and highly informative studies of Iowa listening habits. They have answered such provocative questions as "How much do people listen to car radios?" . . . "How much extra listening takes place in multiple-set homes as compared with single-set homes?" . . . and "What is the listener attitude toward commercials?", as well as the more conventional questions concerning program and station preferences.

The 1950 Edition of this famed Survey, now ready for distribution, was conducted with the same scientific sampling methods that distinguished the twelve preceding editions. However, the "interview" method of gathering facts, which was the basis of the earlier surveys, was this year combined with a new "diary" method. As a result, the 1950 Edition contains much new information and is even more reliable than in previous years.

INTERVIEW TECHNIQUE

The interview technique is based on a personal interview in the home, with one member of the family. It permits a large and statistically reliable sample to be interviewed at reasonable cost. It permits a correct proportion of replies from every segment of the State's population — geographical, economical, etc. It has two minor weaknesses, however; it depends upon the "recall" of the person being interviewed and it usually reaches only one member of the family.

DIARY TECHNIQUE

The diary technique as used in the 1950 Radio Audience Survey overcomes the handicaps inherent in the interview technique. It provides *each radio set in the home* with a diary which is filled in at the time of listening by the person in charge of the dial. This diary is voluntarily kept for 48 hours.

The reliability of the 48-hour diary-type radio survey used in the 1950 Iowa Radio Audience survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

COMBINED INTERVIEW-DIARY TECHNIQUE

The 1950 Survey combines the best features of both techniques by making every seventh selected home a "diary home," as well as an "interview home." This eliminates the weaknesses of both methods and at the same time maintains a large and scientific sampling of the whole State by farm, village, urban and other categories.

The 1950 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. It is not only an invaluable study of *Iowa* listening habits, it is also an outstanding contribution to radio research in general. Write for your complimentary copy, *today!*

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records voluntarily kept by 930 Iowa families — all scientifically selected from Iowa's cities, towns, villages and farms.

WHO

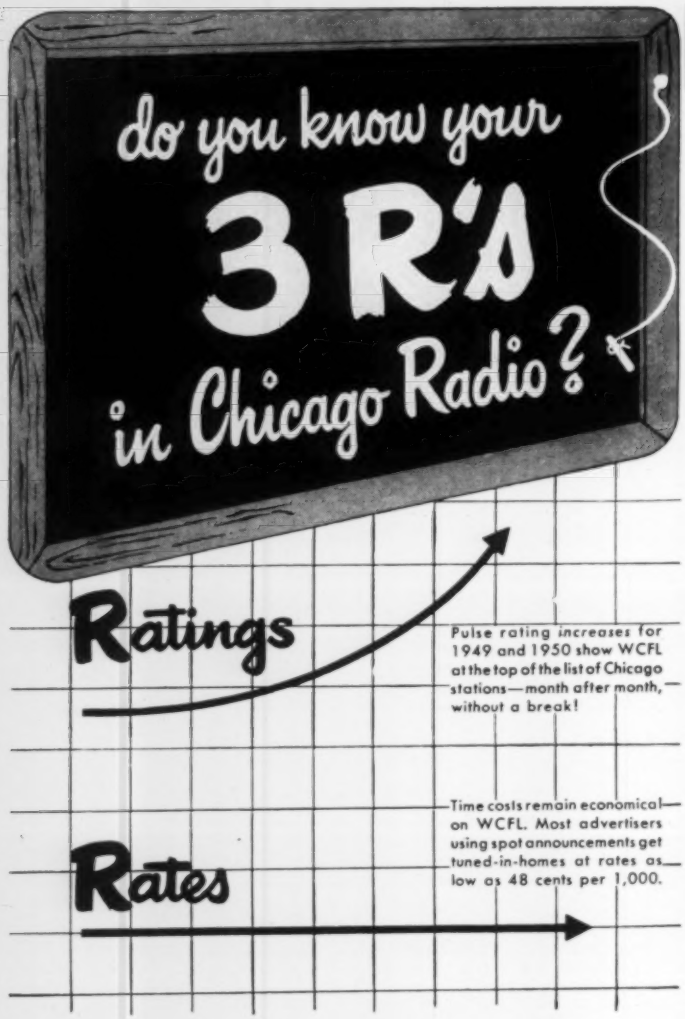
+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives


do you know your
3 R's
in Chicago Radio?
Ratings
Pulse rating increases for 1949 and 1950 show WCFL at the top of the list of Chicago stations—month after month,—without a break!
Rates
Time costs remain economical—on WCFL. Most advertisers using spot announcements get tuned-in-homes at rates as low as 48 cents per 1,000.

Returns like these:

- Linoleum City, a large floor covering concern, attributes a high percentage of its leads to programs on WCFL. Customers are reached not only in Chicago but in places like South Bend, Gary, Hammond, Racine, and many other outlying points. In fact, Linoleum City has heard from a listener in Pakistan, India.
- A large ice cream company sponsors a daily symphonic program over WCFL. A free program offered to listeners has been requested by 25,000 persons . . . positive evidence of a tremendous, responsive audience. The account has just renewed for the fourth year.

Call or write WCFL for availabilities, or see your Bolling Company representative.

WCFL

An ABC Affiliate

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

FREE RADIO BEST

For World Relations—Miller

FRIENDLY relations with the peoples of all nations can best be promoted by radio-press "recognition and observance of moral duty," not by legal obligation with resort to "censorship and suppression" by government, Edward G. Miller Jr., Assistant Secretary of State for Inter-American Affairs, asserted last Monday.

In a speech delivered at the sixth annual Inter-American Press Conference in New York, Secretary Miller singled out resolutions currently before the United Nations General Assembly which condemn jamming of shortwave radio broadcasts and recommend that only in "extremely exceptional circumstances" shall member states "take measures to limit freedom of information."

The State Dept. official also took sharp exception to a Soviet radio statement that because of a "secret agreement between the U. S. government and the radio monopolies," no commercial shortwave receivers had been produced in America for over two years. The reason, according to Moscow, was to keep U. S. public from listening to the Russian and other foreign radio.

"I believe that it is hardly necessary to assure you . . . that there is not nor has there been any restriction on the manufacture, distribution and sale of any type of radio or television receivers in the United States," Secretary Miller said. "Our citizens can buy any kind of radio they please . . . shortwave, standard brand, FM or all three. . . . They can be sure that their government is not attempting, nor authorizing attempts, to jam any foreign broadcasts. . . ."

Three Argentine delegates to the conference revealed they would ask the UN to take "new and vigorous steps" to restore press freedom in countries which have obstructed the flow of news.

WORLD SHOW

Reports Ross Feature Sales

WORLD BROADCASTING SYSTEM'S *Steamboat Jamboree*, transcribed program featuring Lanny Ross, has been sold to the following:

Allied Florists by WKBH LaCrosse, Wis.; Rosenberg & Co. by VOCM St. John's, Newfoundland; Bond & Ronald Candy by CJOB Winnipeg; Bridge Street Motors by WLOE Leaksville, N. C.; Hilltop Television by WFAH Alliance, Ohio; Little Rock Tomato Co. by KVLC Little Rock, Ark.; Arute Ford Sales by WKNB New Britain, Conn.; Reis-Rein Co. by WCOA Pensacola, Fla.; Kean's Laundry & Dry Cleaners by WJBO Baton Rouge, La.; Heidema Box & Lumber Co. by WHTC Holland, Mich.; Salem Hardware by KSLM Salem, Ore.; Gulf Mfg. & Lumber Co. by KTRM Beaumont, Tex.; MacAlear Ltd. by CKSF Cornwall, Ont.; McLellan, McFeely & Prior Ltd. by CKNW New Westminster.

RWG PACT

Negotiations Stopped

A STRIKE against the major networks by staff news and continuity writers of Radio Writers Guild loomed greater last week with the announcement in New York by union attorney Herman Gray that negotiations had been broken off.

Counter-proposals received from the networks were unacceptable as a basis for bargaining, he said.

However, some spokesmen for the networks expressed confidence that an agreement would be reached before Oct. 31, when present contracts expire. The RWG voted last week to strike unless agreement is reached by that date [BROADCASTING, Oct. 9].

The strike vote followed an alleged delay by the networks in responding to original proposals by the union, which is understood to fear that wages will be frozen before they are brought into alignment with increased living costs.

ENGINEERS' BOOK

Fourth of Series Issued

ELECTRICAL ENGINEERS' HANDBOOK (Electric Communication and Electronics), Fourth Edition. Edited by Harold Pender and Knox McIlwain. New York: John Wiley & Sons. 23 Sections.

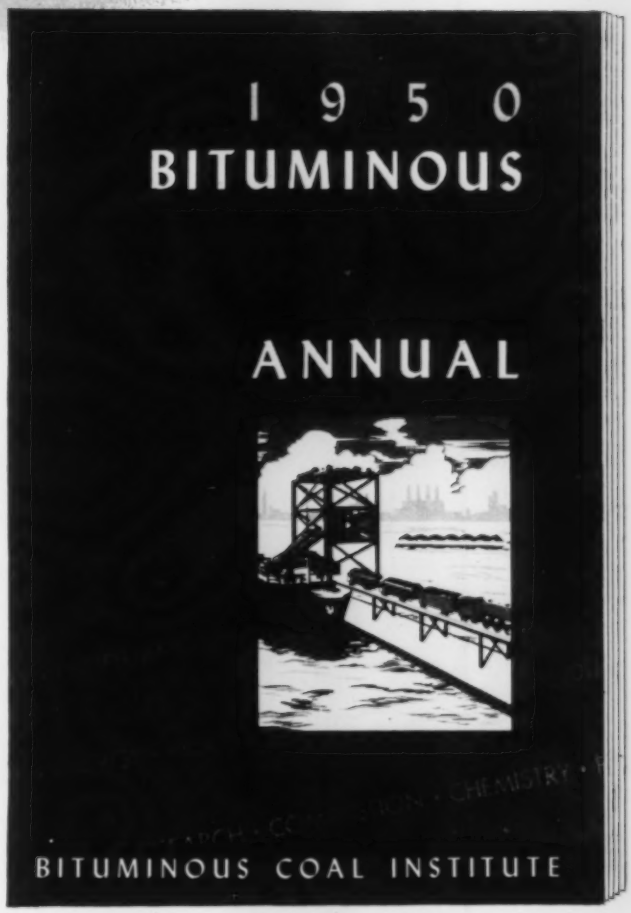
GROWTH of knowledge and greater degree of specialization in the communication and electronics fields prompted the editors, Harold Pender and Knox McIlwain, to compile this latest in the series of engineering handbooks. As with previous editions, the voluminous work has been prepared by a staff of specialist contributors, with organizational assistance from E. W. Engstrom of RCA Labs, Frank A. Cowan of AT&T, and others.

Listing 80 technical specialists who contributed, the handbook is divided into 23 sections comprising such subjects as electron tubes, FM, transmission circuits, acoustics, telephony, facsimile, television, electronic control equipment, navigation aids and sound-reproduction systems. The work is replete with diagrams, mathematical formulae, and units and symbols for use by the engineer.

Heslep AEC Program

CHARTER HESLEP, chief of the public information service radio-TV section, Atomic Energy Commission, wrote and produced a half-hour video documentary from restricted confines of the Los Alamos atomic bomb project for the Employ-the-Handicapped campaign. Program was tape-recorded with cooperation of KRSN Los Alamos and later was broadcast over the ABC Network. Project reportedly employs the largest percentage of handicapped personnel of any government group. Mr. Heslep formerly was manager of MBS Washington operations.

JUST OFF THE PRESS!



THE THIRD EDITION of the Bituminous Coal Annual is now available! Putting 200 pages of facts and figures at your finger tips, this valuable reference source gives you up-to-the-minute information on all phases of the Bituminous Coal Industry.

You get accurate information on such a range of topics as coal's energy, reserves, production, labor, safety, transportation, research, combustion, chemistry and finance. Graphic charts give you comparison data *fast*. Sharp chapter organization and indexing make the search for special information easy.

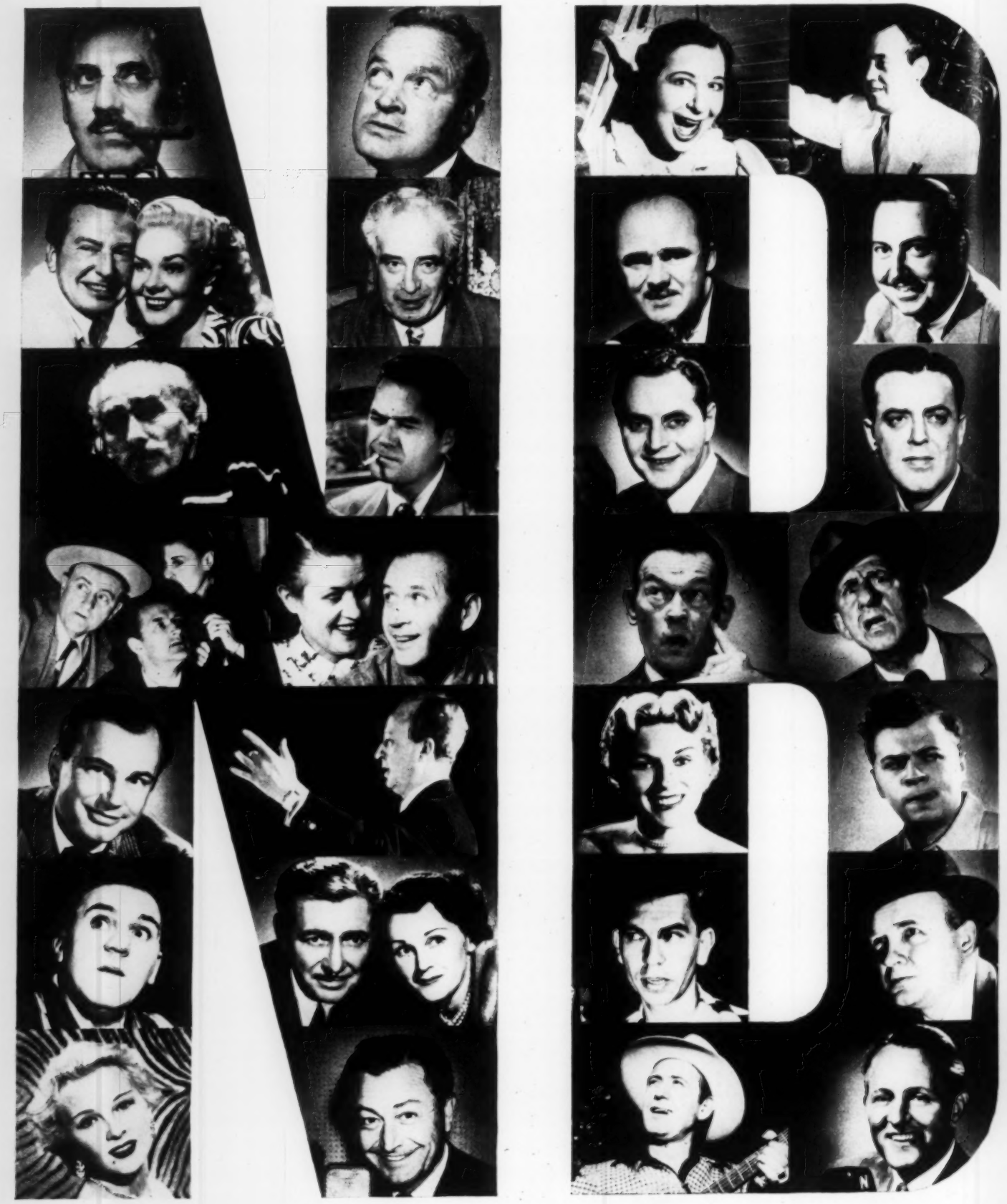
You will find this new edition easy to read, convenient to use . . . an *important* aid on your desk or in your library throughout the year. Just published, it is now being distributed to editors, libraries, colleges, research organizations and industry executives.

We want you to have the latest copy of this book. Don't hesitate to write us if you haven't received your copy, and wish one. There's no charge.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D.C.



Three chimes mean good times on NBC . . . . America's No

XUM

A star-studded roster of popular programs—more new shows . . . more old favorites. That's the AM talent picture—around the clock . . . across the board at NBC this fall—the kind of pulling power that provides audience traffic.

From one end of the country to the other, more people listen more often to NBC. According to BMB Study No. 2, *whatever the standard of comparison*—by frequency of listening . . . by listening levels . . . by counties . . . by cities . . . by markets or by geographical areas—NBC is the leading network. And since BMB Study No. 2 was completed, 14 NBC stations have been granted FCC power increases—enabling NBC advertisers to reach even more people than ever before . . . the largest audience in advertising, including the other networks.

That is the NBC story—the finest talent, programs and facilities in network radio. National advertisers on NBC have the best opportunity to reach the mass market of America—to sell products and services to America at the lowest possible cost per hundred, per thousand or per million.

a's No. 1 Advertising Medium *A SERVICE OF RADIO CORPORATION OF AMERICA*

XUM

RWG 'CONFLICT' *Barnouw Resigns Council Post as Test*

ERIC BARNOUW, past national president of the Radio Writers Guild, resigned last week as a veteran member of the RWG's eastern region council in a move to determine whether or not alleged conflict in that area is only a teapot tempest.

He announced his intention to "appear on a slate of independent candidates" in the forthcoming Guild elections early in November in view of the "wide circulation" accorded "rumors to the effect that a small communist minority is trying to dominate" the Guild.

Mr. Barnouw disagreed with those on the council who "appear to feel that the problem [of the rumors] so created can be remedied by calling it a matter of politics, and by reiterating that the Guild can have nothing to do with politics." He said he believed the solution was through an election of candidates who stand "on a clear, specific platform." He said although that has not hitherto been the custom in Guild elections, "it seems to me the unity and life of the Guild now demand such a democratic clarification."

Mr. Barnouw's resignation, which was addressed to Sheldon Stark, RWG vice president, stated:

I am writing to resign as a member of the eastern region council, effective at the same time as the terms that are about to expire. My name will, however, appear on a slate of independent candidates to be submitted by a group of members in the coming elections.

My reasons are as follows:

During recent months there have been rumors to the effect that a small communist minority is trying to dominate the Guild. These rumors have gained wide circulation and have hamstrung the Guild.

Many members of our present council appear to feel that the problem so created can be remedied by calling it a matter of politics and by reiterating that the Guild can have nothing to do with politics.

Unfortunately the general public, almost all labor unions, and all branches of government whether judicial, legislative or executive, have not for some time regarded the problem of communist organization and infiltration into key organizations, as a matter of mere politics.

I feel that the council members who keep calling it politics are living in a cloud.

Many of our members are asking for reassurance in this matter. My own feeling is that they, as well as the public, are entitled to it.

If the majority of the present council feels that it does not want to give this reassurance or that such reassurance would not be proper council business, then it seems to me the only solution is through the election—the election of candidates who each stand on a clear, specific platform. It is fundamental to democracy that candidates for office should state what they stand for. This has not hitherto been the custom in RWG, but it seems to me the unity and life of the Guild now demand such a democratic clarification.

For this reason I am acting as I am, and urging any others who feel likewise to take the same step.

Mr. Stark, receiving the resignation on behalf of the council, said no reaction could be expected immediately, if at all. He said in the past the Guild had refrained from acting beyond the sphere of professional interests, although its members had participated in the Writers War Board during World War II as individuals. Many members felt that to be a principle which should be preserved, he said, although the council would comply as a matter of course, as it had in the past, with any request by a governmental agency for assistance.

New York Meeting

In this connection, Mr. Stark pointed to another of the week's developments. At the request of the Adjutant General's office, Mrs. Richard Rodgers, who headed a Writers War Board subcommittee during World War II, last week called a meeting in New York to obtain scripts for service shows. The meeting, which was seen as the possible nucleus for a new Writers War Board, was attended by Mr. Stark and James Stabile of the RWG; Moss Hart, representing the Dramatists Guild; Producer [illegible]n Shubert; James Caddigan, DuMont Television Network; Ernest Walling and Caroline Burke of NBC; Jerry Maulsby of CBS; James Mitchell of ABC; Lt. Col. William A. Bishop of Army Special Services, and Capt. Gerald Cameron.

Following the meeting, at which a temporary committee was formed, the RWG council requested Guild members as individuals to give the committee blanket releases for their scripts.

Meanwhile, a resolution by the RWG council censuring Welbourn Kelly [BROADCASTING, Aug. 28] was voted unconstitutional and beyond the council's powers at a meeting of the council of the parent body, Authors League of America. Mr. Kelly was censured for remarks allegedly made by him subsequent to his resignation from the council July 25, following the tabling of his resolution concerning a Writers War Board.

The league council instructed the RWG council to revoke its resolution, without prejudice to its right to bring any complaint it might have before the council of the league.

At the same meeting, the league council refused to adopt a resolution previously carried by a group of RWG members over the RWG council's opposition. The resolution read:

Whereas because of present world conditions any totalitarian philosophy constitutes a direct and present threat of utmost gravity to writers, in that an unalterable concommitant of totalitarianism is a controlled radio and press, and the suppression of free speech;

And whereas the interests and welfare of the Radio Writers Guild, and of all guilds forming the Authors League of America, are vitally affected by such a threat:

Be it therefore resolved that . . . [the League] . . . denounces communism, the Communist Party, fascism and totalitarianism in all forms and pledges itself to defend the Guild against any manifestation of such a philosophy within or affecting the organization; that [the League] petition other member guilds immediately to join with it to take such action as may be necessary to obtain passage of a similar resolution by the parent organization.

The resolution was voted down, according to minutes of the meeting, "Because as written it treats of matters outside the constitutional purposes of the Authors League of America." The RWG members who supported the resolution were Daisy Amoury, James Stabile, of the RWG board, and Mr. Barnouw, all of whom have resigned from RWG offices.

King's Radio Call

IF King's Department Store, El Centro, Calif., is ever called upon to assist in selling ice boxes to Eskimos, it will feel perfectly confident in accomplishing the task with the help of radio. When the store recently received a shipment of 50 electric blankets during a 120 degree heat wave the management decided to give radio an opportunity to try what seemed an impossible selling task. After two days during which six spot announcements were used on KXO Tulare, 49 of the blankets were sold.

WPGH Fire

SWEPT by fire Oct. 7, WPGH Pittsburgh, Pa., resumed operation the following day under an emergency set-up. Chief Engineer Ralph Ketterer and two staff announcers worked all night and all morning to repair the equipment. Estimated damage was $5,000. The station has continued broadcasts on schedule, using emergency equipment, WPGH officials stated.

"The Yanks Are Coming"...

Heck! They're Already Here!

During the past ten years 342,261* of these good, solid citizens have moved into WIOD's 17-county primary market to stay! And boy, we're pushing the million mark close.

If you've a man-size selling job you want done in Florida's most thickly populated area...send it on down, we'll do it for you, but good!

If you want more details, consult our Rep, George P. Hollingbery Co.

WIOD FIRST IN MIAMI

*U. S. Bureau of Census
('Course the Stork came too!)

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

CALL DON COOKE FOR

COMPLETE COVERAGE

WASHINGTON, D. C.

WEAM

MUTUAL

5000 WATTS

XUM

WIN WITH A WINNER

1. High Hoopers*—6th highest Hooperated station in the nation between 6 and 10 P.M. In Milwaukee consistently No. 3 Morning, Afternoon and Evenings. No. 1 on individual program ratings competitive to National Network Shows.

2. Lower Costs—No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250-time frequency, $9.75 buys a Nighttime minute—$7.50 a daytime minute.

3. Top Programming—24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 minute newscast and leading play-by-play Sports broadcasts.

4. Personnel—Highest Paid Program Staff with exception one Network Station. Air Salesmen—not announcers. Full time local news staff.

**Based on Dec.-April Hooperatings and May-June Index*

WEMP

24 Hours of Music - News - Sports

HEADLEY REED, Nat'l. Reps. **HUGH BOICE, Gen'l. Mgr.**

OHN WILLIAMS, assistant to director of TV sales for NBC, appointed manager Western Division NBC-TV sales.

JACK HASKELL, sales division WTTG(TV) Washington, to KTTV(TV) Los Angeles sales department.

REGINALD E. COY Jr. to sales staff WLAW Lawrence, Mass., as account executive assigned to Lowell, Mass., office.

JAMES E. GORDON, general manager WNOE New Orleans, named president and general manager.

MARVIN L. SHAPIRO, sales staff WSYR Syracuse, N. Y., to WCAU-AM-TV Philadelphia.

BILL W. FIRMAN to Midwest sales staff WOR-AM-TV New York, headquartered in Chicago from salesman for Taylor Co., same city.

WILLIAM T. BURGHART, commercial manager WTAD Quincey, Ill., to sales manager WFTL-WGOR (FM) Ft. Lauderdale, Fla.

Mr. Gordon

CHARLES W. HOLT, general manager WHSY Hattiesburg, Miss., to active duty with Marine Corps, Sept. 22.

JOHN J. TORMEY to Avery-Knodel Inc., N. Y., radio representative, as account executive.

WARREN GILPIN, president Lebanon Broadcasting Co. (WCOR Lebanon, Tenn.), and **MANSEL BILLIS**, Nashville architect, open office in Nashville with **LEO TREMBLAY** as general manager. Firm represents in Nashville: WDBL Springfield, WHIN Gallatin, WNAH Nashville, WGNS Murfreesboro and WCOR.

ARCH SHAWD, sales manager WJR Detroit, resigns to take extended rest because of ill health. **WORTH KRAMER**, general manager, to direct sales activities.

PAT SULLIVAN, Headley-Reed Co., and **ROBERT FOSTER**, World Broadcasting System, N. Y., to sales staff WPAT Paterson, N. J. Both

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

JIMMY LYTELL AND THE "DELTA EIGHT"

"Old New Orleans"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

front office

under direction of **JACK SLOAN**, who handles N. Y. agency accounts on station.

HOWARD JOHN SMILEY, station manager KCRA Sacramento, Calif., to manager KSMO San Francisco, succeeding **GEORGE ARNOLD Jr.**, to active duty with U. S. Army, Sept. 29.

RAYMOND RAND, owner phonograph record business, to account executive WHLI Hempstead, L. I.

WILLIAM CONNOLLY, director of research NBC Chicago, to WMBM Miami Beach, Fla., as salesman.

DICK JEWELL, program director WCSI (FM) Columbus, Ind., named commercial manager succeeding **BERNIE JASPER**, resigned.

PACIFIC REGIONAL NETWORK appoints William A. Ayres Co., S. F., as S. F. and Seattle representative.

ROBERT H. HILL, radio-TV director, Anderson-McConnell Adv., L. A., to KECA-TV Hollywood sales staff.

ALBERT R. GOODWIN, sales promotion specialist General Electric Co.'s S. F. office, to KIKI Honolulu, soon to take air, as account executive. Also will direct sales promotion and merchandising activities.

DONOVAN B. SHAW, sales representative WPIK Alexandria, Va., to WQQW Washington as senior account executive.

JOE M. YOWELL, commercial manager KSIJ Gladewater, Tex., named manager.

HERBERT M. HEILBRUN, Lackner Sign Co., Cincinnati, to WKRC that city as sales executive.

Mr. Goodwin

JOHN M. HENRY, sales staff Taylor Radio and Television Corp., to commercial manager, KPRS Olathe, Kan.

HUGH ALLEN DAY, Warren Thompson Mayers Co., publishers representative, to NBC's film procurement and syndication section, as eastern sales representative.

JOHN SHELTON, account executive in Chicago office WOR New York for 13 years, resigns. Future plans not yet announced.

Personals . . .

SI GOLDMAN, vice president-manager WJTN-AM-FM Jamestown, N.Y., appointed chairman midtown division Jamestown Community Chest Drive. **HAROLD P. KANE**, WJTN sales, named drive publicity director. . . . **WILLIAM DECKER**, commercial representative WMAL-AM-FM-TV Washington, father of girl, Christine, Sept. 29. . . . **LINCOLN DELLAR**, president KXOA Sacramento, KXOB Stockton, KXOC Chico, and Sylvia Harwood married in Las Vegas, Oct. 5.

GENE WILKEY, general manager WCCO Minneapolis, is at St. Mary's Hospital undergoing series of operations to correct chronic condition of some years' duration. Will be confined for several weeks but is progressing well. . . . **PARKMAN FREEZOR**, commercial department WCAV Norfolk, Va., father of twins, Frances Lee and Joseph Rankin, Sept. 29.

GRAEME ZIMMER, vice president WXGI Richmond, Va., elected to governing board Crusade for Freedom in Virginia. Will work out plans for showing of Freedom Bell in state. . . . **JUNIUS RALSTON FISHBURN**, salesman Edward Petry, Chicago, and Laura Nickell were married Oct. 7.

RAY A. FURR, managing director WIST (FM) Charlotte, N. C., elected president Charlotte Sales Executives Club. . . . **WILL UNION**, commercial manager WVAM Altoona, Pa., father of boy, Michael Burdine. . . . **TOM BARNES**, sales manager WDAY Fargo, N. D., convalescing at his home after emergency appendectomy last month. After release from hospital, he contracted pneumonia and was again hospitalized.

NETWORK BOXSCORE

Number of commercial programs on four nationwide networks Aug. 31 212
Number of commercial programs starting on networks during Sept. 25
Number of commercial programs dropped from networks during Sept. 13
Number of commercial programs on four nationwide networks Sept. 30 224

SEPTEMBER ADDITIONS

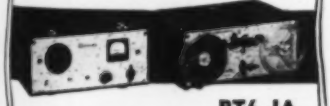
SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
R. J. Reynolds Tobacco Co.	Camel Football Scoreboard	MBS	Appx. 4:30-4:35 (following Football Game of Week)	William Esty Co.
Pal Blade Co.	The Rod and Gun Club of the Air	MBS	Thurs., 8:30-8:55 p.m.	Al Paul Lefton Inc.
Kellogg Corp.	Mark Trail	MBS	Mon.-Wed.-Fri., 5-5:30 p.m.	Kenyon & Eckhardt
Quaker Oats Co.	Challenge of the Yukon	MBS	Mon.-Wed.-Fri., 5:30-6 p.m.	Sherman & Marquette
National Biscuit Co.	Straight Arrow	MBS	Tues.-Thurs., 5-5:30 p.m.	McCann-Erickson
Derby Foods Inc.	Sky King	MBS	Tues.-Thurs., 5:30-5:55 p.m.	Needham, Louis & Brorby
Chamberlain Sales Corp.	Cecil Brown-News	MBS	Sat., 7:55-8 p.m.	BBDO
Armour Co.	Dial Dave Garroway	NBC	Mon.-Fri., 12:15-12:30 p.m.	Foote, Cone & Belding
Brown & Williamson Tobacco Corp.	People Are Funny	NBC	Sat., 7:30-8 p.m.	Russell M. Seeds Co.
General Mills	Cal Tinney	NBC	Mon.-Fri., 10:30-10:45 a.m.	Knox-Reeves
Pet Milk Sales Co.	Fibber McGee & Molly	NBC	Tues., 9:30-10 p.m.	Gardner Adv.
RCA	The $64 Question	NBC	Sun., 10-10:30 p.m.	Biow Co.
Richfield Oil Corp.	Charles Collingwood, News; Larry Lesueur, News	CBS	Sun., 12:45-1 p.m. Sat., 6:45-7 p.m.	Morey, Humm & Johnstone
Animal Foundation	Bill Shadel, News	CBS	Sun., 11:30-11:35 a.m.	Moser & Cotins
Botany Mills	Ginny Simms	ABC	Sun., 10-10:15 p.m.	Silverstein, Goldsmith, Inc.
Block Drug Co.	Quick as a Flash	ABC	Tues.-Thurs., 10:30-11 a.m.	Cecil & Presbrey
Dolcin Corp.	Edwin C. Hill	ABC	Tues.-Thurs., 7-7:05 p.m.	Van der Linde
General Mills	Armstrong of SBI	ABC	Tues.-Thurs., 7:30-8 p.m.	Dancer-Fitzgerald-Sample
Mars Inc.	Fallstaff's Fables	ABC	Mon.-Fri., 5:55-6 p.m.	Leo Burnett
Serutan	John B. Kennedy	ABC	Mon.-Fri., 2:30-2:45 p.m.	Roy Durstine
	Edwin C. Hill	ABC	Mon.-Fri., 12:25 12:30 p.m.	Roy Durstine
Sterling Drug Co.	John B. Kennedy	ABC	Mon., Thurs., 10:30-10:35 p.m.	Dancer-Fitzgerald-Sample
Sylvania Elec. Prod.	Game of the Week	ABC	Sat., 2 p.m. to concl.	Kenyon & Eckhardt
Trimount Clothes	Stop the Music	ABC	Sun., 8:30-8:45 p.m.	Wm. Weintraub

SEPTEMBER CANCELLATIONS

Post Cereals Co.	Hopalong Cassidy	MBS	Sun., 4-4:30 p.m.	Young & Rubicam
Blatz Brewing Co.	Duffy's Tavern	NBC	Thurs., 9:30-10 p.m.	Kastor, Farrell, Chesley & Clifford
Eversharp Inc.	Take It or Leave It	NBC	Sun., 10-10:30 p.m.	Biow Co.
General Mills	Dangerous Assignment	NBC	Wed., 8-8:30 p.m.	Knox-Reeves
International Harvester	Harvest of Stars	NBC	Sun., 5:30-6 p.m.	McCann-Erickson
Organized Reserve Corps., Dept. of Army	Mindy Carson Sings	NBC	Tues., Thurs., Sat., 11:15-11:30 p.m.	Grant Adv.
Pet Milk Sales	Bob Crosby	NBC	Sun., 10:30-11 p.m.	Gardner Adv.
Toni Inc.	Carol Douglas	ABC	Mon.-Fri., 12:25-12:30 p.m.	Foote, Cone & Belding
	Quick as a Flash	ABC	Mon.-Wed.-Fri., 11:45-12 noon	Foote, Cone & Belding
Toni Co.	Chance of a Lifetime	ABC	Mon., Wed., Fri., 2:45-3 p.m. Tues., Thurs., 2:30-2:45 p.m.	Foote, Cone & Belding

(Continued on page 45)

KFLW
Klamath Falls, Ore. USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50

WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

ELECTRONIC INDEX

'49 Volume Aid to Engineers

ELECTRONIC ENGINEERING MASTER INDEX 1949. New York: Electronics Research Publishing Co. Inc. 296 pp. $17.50.

BESIDES electronics engineers, this volume is of use to any engineer or technician interested in the application of electronics to his work or the way in which electronics uses his product.

Subjects are indexed alphabetically. The 1949 edition contains 12,500 references from over 400 world-wide publications, U. S., Canadian, and British declassified documents and U. S. patents. It also lists over 600 authoritative subject headings with cumulative subject cross index covering 1942-45, 1946, 1947-48 and 1949 editions.

Represented Nationally by NBC Spot Sales

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY
A GENERAL ELECTRIC STATION

Serving Albany, Troy, Schenectady, and the Great Northeast

FIRST IN LISTENERSHIP—**WGY** has 37% more daytime audience and 45% more nighttime audience than a combination of the *ten top-rated radio stations in its area.*[1]

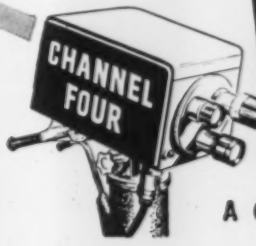
IN COVERAGE—**WGY** and *only* WGY can cover 16 metropolitan markets with one radio station. WGY reaches 1,247,000[2] potential listeners with over one billion dollars in retail sales.

FIRST IN LISTENER IMPACT—**WRGB** received 103,577[3] contest entries during eleven programs for *one* sponsor establishing this contest as one of the greatest ever held.

IN COVERAGE—**WRGB** is now offering television service to more than 300,000 viewers in three states—New York, Vermont and Massachusetts—with an established 86%[4] set tune-in nightly.

1—BMB, 1950
2—Fall, Winter Hooper Survey, 1950
3—Ruben H. Donnelly Corp.
4—General Electric Opinion Study Division, 1950

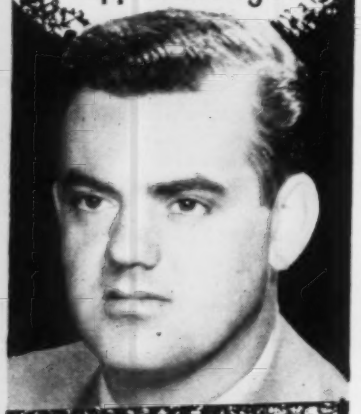
Represented Nationally by NBC Spot Sales



WRGB
A GENERAL ELECTRIC STATION

Olmsted & Foley
Radio Director says . . .

KDAL
DOES THE JOB for KING MIDAS FLOUR in Duluth, N.W. Wisconsin and Upper Michigan



Says James D. McTighe
Olmsted & Foley
Radio Director:

Thanks for helping assure our client, King Midas Flour, another successful year in the Duluth area and in Northwestern Wisconsin and Upper Michigan. To prove I am sincere, I'll be asking for a heavier schedule in a week or two.

My client is very pleased with the population increase shown in your new BMB. It's surely borne out by the terrific tune-in in Duluth, of which you have taken quite a share.

The King Midas salesman in Duluth agrees wholeheartedly.

More for Your Money . . . on
KDAL
DULUTH-SUPERIOR
5000 WATTS
ON 610
CBS

air-casters

WINSLOW UEBEL, Tatham-Laird, Chicago, to NBC Chicago network advertising and promotion. Replaces **WILLIAM CONNOLLY** (see FRONT OFFICE).

ERNIE KERNS, promotion director WCSI (FM) Columbus, Ind., named program director. Succeeds **DICK JEWELL** (see FRONT OFFICE). **HAL ROCHE** and **JIM GREENFIELD** to station's staff.

BETTY LOU FISHER, BARBARA BROWN and **MARY LOIS WICKES** to continuity department WOAI-AM-TV San Antonio, Tex. **JOAN BROUSSEAU** to film department.

JIM McNAMARA, news editor, KLAC-AM-TV Los Angeles, named assistant producer and writer *Hollywood on Television* on KLAC - TV. **JOE PARKER** joins show as producer.

DON SLADE, announcer CKCK Regina, to announcing staff CFPA Port Arthur, replacing **ROY DAHMER,** chief announcer CFPA, who joins sales staff Lever Bros.

JANE ANN COCKRELL, in newspaper work in Chicago, to WFAA-AM-TV Dallas as assistant publicity director. **WINONA PORTWOOD** to WFAA Dallas sales promotion staff.

WIP ROBINSON III to program manager KNUJ New Ulm, Minn. Wife, **JANE WINDOM,** to women's director KNUJ. Were with WSVA Harrisonburg, Va. and WVVW Fairmont, W. Va.

WALLY HUTCHINSON, assistant promotion manager of KGO-AM-TV San Francisco, to Western Division promotional department NBC Hollywood. **GORDON GRANNIS,** KGO sales and promotion, replaces Mr. Hutchinson. **JOHN BURR,** Palo Alto *Times,* to promotion department KGO-AM-TV. **JAMES HALL,** Waldron Adv., San Jose, to KGO-TV art department.

RUSSELL BAKER, head of program and production department WOW-AM-TV Omaha, to KGO-TV San Francisco, as producer-director in charge of studio telecasts. **HARRY HARBER,** WKY Oklahoma City, to announcing staff KGO.

JOHNNY PAUL JONES, summer announcer CHLO St. Thomas, to CKEY Toronto production staff to handle teen-age shows.

FRANCIS HUNT, staff announcer KREL Farmington, Mo., to KSLH St. Louis.

JIMMY HEDGE, KSBW Salinas, Calif., to KDON Santa Cruz, as staff announcer.

JIM DACEY, staff announcer WBNY Buffalo, N. Y., to WCLI Corning.

FERN SHARP, conductor women's programs WBNS-AM-TV Columbus, begins thrice-weekly column for Ohio State Journal's *Good Morning Newspaper.* Column called "Sharp Comments," title of Miss Sharp's WBNS-TV afternoon show.

MARGE CLIFTON, ABC Hollywood, named production assistant to **James Vandiveer,** KECA-TV Hollywood daytime program manager. **BOB CHAMBERLAIN,** assistant to ABC Hollywood mail room supervisor, named floor manager for daytime programs.

BRUCE MacDONALD, staff member WJW Cleveland, named assistant program director. Will work with **Charles Hunter,** program director.

Mr. MacDonald

WILLIAM F. HILDENBRAND, program director WBUD Trenton, N. J., to active duty in Infantry. Succeeded by **BOB KENT,** chief announcer. **JOHN S. SCHNEIDER,** staff member, replaces Mr. Kent as chief announcer.

FRANK CROSIAR, sports director WHOT South Bend, Ind., named program director in addition to present duties.

GORDON GRAY, freelance announcer, to KRON-TV San Francisco as announcer - director - producer. **CATHERINE M. HUTCHINGS,** Pacific national Adv., Seattle, to program department KRON-TV.

JIM CAMPBELL, announcer WBBM Chicago, resigns to freelance in radio-TV.

MARVIN SMITH, WKBS Oyster Bay, L. I., to announcing staff WHLI Hempstead, L. I.

ROBERT WOOD, CBS sales service department, to station relations department.

News . . .

JACK WEISENBURGER, football All American, to sports director WKNE Muskegon, Mich.

DON WESTON to WNAX Yankton, S. D., as news reporter. Was with KGVO Missoula, Mont., and UP.

DICK VAN DYKE to morning news editor WATL Atlanta. **LEE NANCE,** WDMG Douglas, Ga., to news director WATL. **BILL MIM** to sportscaster and disc jockey. Messrs. Van Dyke and Mim were with now defunct WCON Atlanta.

LEE TARION, news editor WKMH Dearborn, Mich., to WHLI Hempstead, L. I., news staff.

CLAIRE WIRTH, ABC special events department, named assistant to **Michale Roshkind,** director of special events for ABC.

JACK MURPHY, director of remote shows WPIX (TV) New York, named sports director.

PHIL FORTMAN, NBC Chicago news editor since 1942, resigns to live in Miami. Replaced by **JACK CHANCELLOR,** Chicago *Sun-Times* reporter.

AL BERGLUND, KNBC San Francisco, to news department KFRC same city.

LOWELL THOMAS, CBS commentator, scheduled to address 1950 convention National Assn. of Radio News Directors in Chicago, Nov. 16-18.

HUNTING FOR CUSTOMERS?

Over at WINS we have one furrier who's used our station for nine years—the only radio advertising he's done. He's stayed on this station because sales have been growing each year—directly traceable to WINS through tests made on his program.

Local advertisers are always a good indication of a station's value, because they either get results or they don't stay on.

Call your WINS representative . . . see him when he calls.

WINS
50KW New York

Buy WINS . . . it Sells!

CROSLEY BROADCASTING CORPORATION

Network Boxscore

(Continued from page 43)

September Cancellations Cont.:

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Richfield Oil Corp.	Escape	CBS	Fri., 10-10:30 p.m.	Morey, Humm & Johnstone
DeSoto-Plymouth	It Pays To Be Ignorant	CBS	Wed., 9-9:30 p.m.	BBDO
Rosefield Packing Co.	Skippy Hollywood Theatre	CBS	Thurs., 10:30-11 p.m.	Young & Rubicam

SEPTEMBER ONE-TIMERS

Pabst Blue Ribbon Beer	Louis-Charles Boxing Bout	CBS	10 p.m., Sept. 27	Warwick & Legler
William H. Wise Co.	Get More Out of Life	CBS	2:30-2:45 p.m., Sept. 23	Huber Hoge & Sons

FREC PROGRAMS

Educational Shows Listed

FEDERAL Radio Education Committee, in keeping with its policy for the past five years, has announced its list of radio programs which have been selected on "a broad educational basis, involving the following main three considerations: Educational significance, program quality and instructional adaptability."

The list was prepared by Mrs. Gertrude G. Broderick, radio education specialist, Office of Education, and FREC secretary. Programs are divided into Sunday, Monday-Friday, and Saturday groupings. FREC pointed out that news programs, despite their recognized educational value, are not listed because they are so numerous.

NORTH CAROLINA

OFFERS MORE

RETAIL SALES

$2,294,535,000

1949 Sales Management, Survey of Buying Power

THAN ANY OF THE 12 STATES IN THE RICH GROWING SOUTHEASTERN MARKET

Here in one state is an economy soundly balanced between agriculture and industry—a market with more people with more money to spend on their unfulfilled needs than ever before. 44 daily and 156 weekly newspapers, 85 radio stations and 2 television stations blanket this market of over 4 million people, with money to spend.

NORTH CAROLINA

Department of Conservation and Development, Raleigh

NAME WHITNEY

Is KFI General Manager

GEORGE WHITNEY, for the past year general sales manager of Don Lee Broadcasting System, rejoins Earle C. Anthony Inc., as general manager of KFI-AM-TV Los Angeles, effective Nov. 1, Mr. Anthony announced last week.

Mr. Whitney

Mr. Whitney succeeds William B. Ryan who resigned several months ago to become general manager of NAB in Washington.

Mr. Whitney originally joined KFI in 1937 as account executive, coming from KFRC San Francisco where he was musical director. He was KFI business manager in 1947, resigning to become partner and Los Angeles manager of Harrington, Whitney & Hurst Inc., now Harrington-Richards. He left that agency in August 1949 to join Don Lee Broadcasting System.

'NOISE METER'

May Aid Radio-TV Signals

A "NOISE METER" capable of measuring and reducing unintentional interference or radiations of electric fans or shavers on radio and television sets has been perfected by the Army Signal Corps Labs, Fort Monmouth, N. J.

Earlier models of the meter, on which the Signal Corps has worked for 10 years, covered frequencies used primarily for AM radio signals, the Corps noted. But the new meter has a "greatly expanded" frequency range with practical application for FM radio signals, television, facsimile, radar and radioteletype.

Army scientists pointed out that the distance now reached by a television station probably could be increased by reducing the man-made interference in the fringe area.

KNIGHT Vacuum Tube Voltmeter kit (VTVM) announced by Allied Radio Corp., Chicago. Kit has 30 ranges and may be used as test instrument.

Advertisement

From where I sit *by* Joe Marsh

I Have A "Close Squeak"!

Spent last Saturday morning wandering all over the house. Wherever I went—upstairs or down—I kept hearing a "squeak." Couldn't find out where it was coming from until noontime when the missus came home from her weekly shopping.

"Listen," I says to her, "hear that squeak?" I started quiet-like across the kitchen and there it went again! "Joe Marsh," she laughs, "that is nothing but your suspender clips rubbing back and forth when you walk!" And darned if it wasn't!

From where I sit, I'd been letting a little thing become a serious problem. Like some little difference of opinion or taste will start off a great big argument. I may prefer a temperate glass of beer with my dinner—while the missus likes tea—but we figure that no two people have exactly the same likes and dislikes. So, why get all "het up" about it?

The moral is, check your suspenders—and check your temper when it comes to little things.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

A BIG PLUS FROM

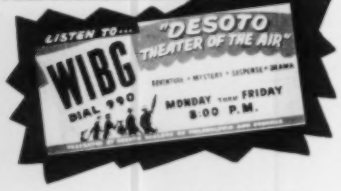
WIBG

SPONSOR PROMOTION!

CAR CARDS

Car Cards . . . Big eye-catching posters publicizing WIBG programs—*with sponsor credit*—appear regularly throughout the year on street cars covering the city.

BILLBOARDS



Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL

Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
ADAM J. YOUNG
INC.

FCC actions

OCTOBER 6 TO OCTOBER 12

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 6 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WCLI Corning, N. Y.—Designated for hearing at Washington on Jan. 2, 1951, application for mod. license to change from 1540 to 1450 kc, 250 w and hours from D to unl.

David M. Baltimore and WQAN Scranton, Pa.; Radio Pittston FM and Television Co., Pittston, Pa.—Designated hearing at Washington on Jan. 2, 1951, mutually exclusive applications of Baltimore and Radio Pittston for new stations, and WQAN to change facilities, all seeking to operate unl. time on 1450 kc, 250 w.

KGAR Garden City, Kan.; KLMR Lamar, Col.; KFNF Lincoln, Neb.—Designated for consolidated hearing at Washington on Jan. 3, 1951, applications for changes in facilities: KGAR from 1050 to 920 kc with continued power of 1 kw D; KLMR from 1340 kc, 250 w unl., to 920 kc, 500 w-N, 1 kw-D, DA-N; and KFNF on 920 kc to move from Shenandoah, Ia., to Lincoln, Neb.; made KPOF Denver, party to proceeding with respect to KLMR and KJSK Columbus, Neb., a party with respect to KFNF.

Hirsch Communications Engineering Corp., Sparta, Ill.; Cape County Bcstg. Co., Cape Girardeau, Mo.—Designated for consolidated hearing at Washington on Jan. 3, 1951, mutually exclusive applications for new stations on 1230 kc, 250 w unl.

Authority Extended

Burns Ave. Baptist Church, Detroit—Authority to transmit religious programs to CKLW Windsor, Ont., extended for one year from Oct. 10.

Extension Granted

WGST-FM Atlanta, Ga.—Granted application for mod. CP for extension of time in which to complete 50 kw construction, on condition that application for mod. CP specifying 10 kw interim facilities be filed within 60 days.

KVOB-FM Alexandria, La.—Granted extension of time to Dec. 15, 1950, as final authorization to remain silent.

Multiplex Development Corp., New York—Granted 60-day extension of authority to operate a developmental station KE2XKH for further testing of "multicasting," system of FM broadcast multiplexing.

Renewal Granted

WNEX Macon, Ga.—Granted renewal of license for regular period.

WSBT South Bend, Ind.—Same.

October 9 Applications . . .

ACCEPTED FOR FILING

AM—1440 kc

WSFA Montgomery, Ala.—CP AM station to change from 1440 kc 1 kw unl. DA-N to 1440 kc 5 kw-D 1 kw-N DA-N.

AM—990 kc

KTRM Beaumont, Tex.—CP AM station to change from 990 kc 1 kw unl. DA-1 to 990 kc 5 kw-D 1 kw-N DA-1.

Modification of License

KGVL Greenville, Tex.—Mod. license AM station to change studio location.

License for CP

License for CP new AM station: WATG Ashland, Ohio; KPA Raymond, Wash.; WIEL Elizabethtown, Ky.

License Renewal

WLOS Asheville, N. C.—License renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WELI-FM New Haven, Conn.; WBGE-FM Atlanta, Ga.; WOOK-FM Silver Spring, Md.; WSFL-FM Springfield, Mass.

License Renewal

Request for license renewal FM station: WABB-FM Mobile, Ala.; WOL-FM Washington; WCVS-FM Springfield, Ill.; WIKY-FM Evansville, Ind.; WOC-FM Davenport, Ia.; WTSV-FM Claremont, N. H.; WFIN-FM Findlay, Ohio; KSEO-FM Durant, Okla.; KMUS.; Muskogee, Okla.; WRNL-FM Richmond, Va.

License for CP

WFIU Bloomington, Ind.—License for CP new noncommercial FM station.

APPLICATION DISMISSED

Aiken, S. C.—Interstate Bcstg. Co. DISMISSED Oct. 9 application for new AM station 990 kc 1 kw D.

October 10 Decisions . . .

BY THE SECRETARY

WLBG Laurens, S. C.—Granted request for involuntary transfer of control of licensee corp. from John Wells Todd, deceased, to J. W. Todd III and Richard Todd, Executors of the Estate of John Wells Todd, deceased.

KRMO Monett, Mo.—Granted license new AM station; 990 kc, 250 w D.

KCHJ Delano, Calif.—Granted mod. CP for approval ant. and trans. location, and specify studio location.

WTSL Hanover, N. H.—Granted mod. CP for approval ant., trans. and studio locations.

Following granted mod. CPs for extension of completion dates as shown: WCHF New Orleans, La., to 8-1-51; KWBB Wichita, Kan., to 12-15-50; KACE Dallas, Tex., to 4-1-51; WCOH-FM Newnan, Ga., to 1-1-51; WGAL-FM Lancaster, Pa., to 5-1-51; WHO-FM Davenport, Iowa, to 1-1-51; WSM-TV Nashville, Tenn., to 11-6-50; WKZO-TV Kalamazoo, Mich., to 4-24-51; KVOL Lafayette, La., to 12-23-50, cond.; KFUO-FM Clayton, Mo., to 3-24-51; KFI-FM Los Angeles, to 4-16-51; KOMA-FM Oklahoma City, Okla., to 1-1-51; WLAN-FM Lancaster, Pa., to 4-13-51.

WHLB Virginia, Minn.—Granted license install. new trans.

KERB Kermit, Tex.—Granted assignment of license to Radio Station KERB Inc.

KFAR Fairbanks; KENI Anchorage, Alaska—Granted involuntary transfer of control of licensee corp. from A. E. Lathrop, deceased, to Sydney C. Haynor, Edward F. Medley, Harry J. Hill and Mirian L. Dickey, executors of the Estate of A. E. Lathrop, deceased.

Richard Field Lewis Jr., Winchester, Va.—Granted license new remote pickup KIC-286.

KFTV Paris, Tex.—Granted voluntary assignment of CP from Cecil Hardy, Charles L. Cain, Merl Saxon, O. E. Smith and J. T. Smith, partnership d/b as Lamar County Bcstg. Co. to new corp., Lamar Bcstg. Co.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Granted CP for new remote pickup KA-7739.

WBRD Ft. Lauderdale, Fla.—Granted license new AM station and specify studio location 1580 kc 250 w D.

KTUL Tulsa, Okla.—Granted license for new FM station 97.1 mc; 1.25 kw; 90 ft.

National Bcstg. Co., Los Angeles, Calif.—Granted mod. CP KA-6713 to delete frequency 152.99 mc.

WHOU Houlton, Me.—Granted mod. CP for approval ant. and trans. location, and specify studio location.

KCRE—Crescent City, Calif.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

Cecil W. Roberts, Chillicothe, Mo.—Granted mod. CP KA-7405 to change power from 10 w to 40 w and change equipment of remote pickup.

KPQ Wenatchee, Wash. — Granted mod. CP for extension of completion date to 12-1-50.

Ida Murray & Martha Murray, Executrixes of the Estate of James J. Murray, Lewisburg, Tenn.—Granted mod. CP KA-5776 for extension of completion date to 12-9-50.

KTOK-FM Oklahoma City, Okla. — Granted mod. CP for extension of completion date to 3-15-51.

WAUX-FM Waukesha, Wis.—Same to 4-15-51.

KWED Seguin, Tex.—Granted license increase power and install new trans.; 1580 kc 1 kw D.

WRCO Richland Wis. — Granted license install. new trans. and authority to identify station as located at Richland Center, Wis.

KNEA Jonesboro, Ark.—Granted license new AM station and specify main studio location; 970 kc, 1 kw D.

KFDR Grand Coulee, Wash.—Granted license new AM station; 1400 kc, 250 w, unl.

KDMS El Dorado, Ark.—Granted license new AM station and install new trans 1290 kc, 1 kw, D.

KJAN Atlantic, Ia.—Granted license new AM station; 1220 kc, 250 w, D.

KXYZ-FM Houston, Tex.—Granted license new FM station, 96.5 mc, 14 kw, ant. 440 ft.

Defiance, Bryan, Paulding Bcstg. Co., Defiance, Ohio — Granted request to cancel CP for new remote pickup KA-5354.

A. S. Abell Co., Baltimore, Md.—Granted CP and license for new remote pickup KGA-321.

A. S. Abell Co., Baltimore, Md.—Granted CPs and licenses for new remote pickups KA-3478-9, KA-7712, KA-6575.

KIEM Eureka, Calif.—Granted license increase power, install DA-1 new trans. and make changes in ground

KSWM
JOPLIN, MO.

REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropolitan centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

system, 1480 kc, 5 kw, DA-1, unl.

WTSV Claremont, N. H.—Granted CP install new trans. and change main studio location; change trans. location.

WSRS Inc., Cleveland Heights, Ohio—Granted CP new remote pickup KA-7713.

WARA Attleboro, Mass. — Granted mod. CP to change name of permittee to Attleboro Radio Assoc. Inc.

KWHP Cushing, Okla.—Granted mod. CP for approval ant., trans. and studio locations, and change type trans.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Blake Bestg. Co., Memphis, Tex.—Granted petition for leave to amend application so as to specify 1 kw in lieu of 250 w, and for removal of application, as amended, from hearing docket.

WFLB Fayetteville, N. C.—Granted dismissal without prejudice of application.

The First Congregational Church of Hackensack, N. J.—Granted petition to accept late appearance and brief and request to participate in Oral Argument in proceeding re Joint Petition of Radio Commission of the Southern Baptist Convention and Executive Board of the Baptist and General Convention of Texas.

KVOL Lafayette, La.—Dismissed as moot petition to advance hearing from Jan. 10, 1951, to Nov. 15, in proceeding re application; by calendar released 9-21-50, hearing was advanced to Nov. 20.

KULP El Campo, Tex.—Dismissed as moot petition to advance hearing date from Jan. 8, 1951, to as early a time as is convenient to Commission, in proceeding re application; by calendar released 9-21-50, hearing was advanced to Nov. 16.

By Examiner H. B. Hutchison

WCAW Charleston, W. Va.—Granted motion and supplement requesting order authorizing taking of depositions of certain witnesses in proceeding re application, and that of WGKV Charleston, W. Va.

By Examiner Elizabeth C. Smith

KSMI Wewoka, Okla.—Granted continuance of hearing in proceeding re application, and that of KWHK Hutchison, Kan., from Oct. 23 at Hutchison, Kan., to Nov. 27 in Hutchison, and Nov. 29 in Wewoka, Okla.

By Examiner Fanney N. Litvin

WTOD Toledo, Ohio—Granted petition of WTOD in which The Toledo Blade Co., Toledo, Ohio, joins, for continuance of further hearing from Oct. 23 to Nov. 27 in Washington, D. C., in proceeding re docket. Further ordered that time within which amendments to respective applications involved in this proceeding may be filed is extended to Nov. 7.

October 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WJFR Caguas, P. R.—Mod. CP new AM station for extension of completion date.

License for CP

KROX Crookston, Minn.—License for CP to change frequency etc., install DA-N.

WROV-FM Roanoke, Va. — License for CP new FM station.

License Renewal

Request for license renewal FM station: WMAQ-FM Chicago; WEAW Evanston, Ill.; WFJS Freeport, Ill.; WTRC-FM Elkhart, Ind.; WTAM-FM Cleveland; WCAC Anderson, S. C.

APPLICATION RETURNED

KVON Napa, Calif. — RETURNED Oct. 10 request for license renewal.

FOOTBALL PANEL

Radiomen Talk Promotion

AGENCY men and football sponsor representatives will make up a panel discussion of "College Football: Promotion For and With It" today (Monday), at a special "Football Day" session of the Hollywood Advertising Club, Roosevelt Hotel.

Participating are:

Donald E. Larson, advertising manager, Hoffman Radio & Television Corp., co-sponsor Pacific Coast Conference football telecasts; Walter H. Hadlich, vice president and promotion manager, Walter McCreery Inc., Hoffman agency; Richard C. Francis, vice president and Pacific Coast manager, Campbell-Ewald Co., agency for Chevrolet Dealers Assn. of Southern California, co-sponsors with Hoffman of UCLA and USC home games on KTTV Los Angeles and KFMB-TV San Diego; Frank Casey, producer of football broadcasts, Tidewater Associated Oil Co., sponsor of Pacific Coast Conference and other ball games on MBS, NBC and several independents. William H. Sener, manager KUSC (FM) Los Angeles is the meeting chairman.

DEFENSE RADIO

RCA To Equip Philadelphia

AS A STEP in its civil defense planning, the City of Philadelphia has contracted with RCA for equipment to set up two 250 w "headquarters" stations and install 150 mobile two-way FM radio units for its Fire Dept. vehicles, it was announced jointly last week by the city's electrical bureau and W. W. Watts, RCA Engineering Products Dept. vice president.

One of the stations, with an antenna mounted atop the Penn statue, will be set up in City Hall. The other, for which a 250-ft. antenna is being erected, will be housed along with radio repair facilities at 46th and Market Sts. in West Philadelphia. In addition to two 250 w transmitters, each station will have six receivers, two custom-built consoles and a special switching device to permit control of all transmitters and receivers from either or both stations.

The fire department equipment includes 150 complete 30 w high frequency FM transmitter and receiver units. Plans were approved by the Philadelphia Defense Council. Delivery is scheduled to begin this month with completion of the contract by the end of the year.

BOMB BOOKLET

Stations To Distribute

A BOOKLET titled "The Atom Bomb, and Your Survival," dealing with the effects of atomic warfare and how best to protect oneself, is being distributed, principally through radio and television stations, by American Radio Publications Inc., Peoria, Ill.

The booklet includes pictures of various types of atomic explosions with diagrams explaining the extent of damage caused by each; several pages devoted to civil defense activities on both the local and national levels, and explanations of various types of bomb shelters with lists of useful equipment for protective purposes. The firm announced that one station in each city will be given exclusive distribution rights for the booklet which is priced at a nominal sum.

BENEFIT show produced by Radio-Television Industry Committee of Sister Kenny Fund at Paramount Theatre, N. Y., raised cash sum of $34,080.

RCA
TUBES . . .
the standard of comparison
RCA 7C24
Use RCA tubes for dependability . . . long life . . . operating economy in FM transmitters
• For your convenience, RCA tubes are available from your local RCA Tube Distributor or directly from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

BETWEEN COMMERCIALS

BY KAY MULVILHILL

KPIX opened the fall season with a 7-day schedule of video headliners, including the cream of CBS and DuMont features, football, wrestling, boxing, and an eye-catching lineup of local shows.

FOOTBALL: Under sponsorship of Hoffman Televison, KPIX is lensing seven University of California home games and one Stanford. Grid fans have been quick to acclaim the fine work of the remote crew, with special credits going to director Forrester Mashbir and zoomar lensman, Dick Speece.

Via micro-wave, KPIX is sending the Cal-Penn (first West Coast sponsored network TV show) and Cal-UCLA games to Los Angeles, and receiving the USC-Notre Dame game.

KSFO (AM) has eleven Pacific Conference games scheduled for Tidewater Associated Oil.

Last month's Saints' and Sinners' simulcast on KSFO and KPIX netted $10,000 for the organization's milk fund drive in a two hour Public Service program. Returns far exceeded expectations and to date surpass any other local charity effort.

IN THE AFTERNOON: Heading for matinee lead is KPIX Kitchen, (Wed., Thurs., Fri., 1:30). Star Faye Stewart, who has aired her daily show on KSFO for seven years, shows budget-wise housewives how to add sparkle to meals, and sales-wise sponsors how to glean results from participations. . . . Del Courtney, who's 3 hour show is seen on KPIX 4-days-a-week, continues to prove he's Northern California's top TV salesman.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

programs promotion premiums

INTERNATIONAL PROMOTION

KURV-AM-FM Edinburg, Tex. Manager Allan Dale suggested Edinburg Chamber of Commerce send bale of their finest long staple cotton to new English princess, Anne, whose father is Duke of Edinburgh. Idea, costing less than $300, resulted in use of story by hundreds of radio stations and newspapers in U. S. and abroad.

SERIES COLOR ● ● ●

WPTZ (TV) Philadelphia took full advantage of color and excitement attendant on World Series games held in city. Cameras were set up outside Shibe Park and telecasts began at 9 a.m. showing program hackers, police preparing for traffic rush and early fans on scene. Two programs each hour were aired until 12:30 p.m., when 15 minute pre-game show sponsored by DeSoto-Plymouth was picked up. Games themselves were telecast in afternoon.

ANNIVERSARY REPORT ● ●

WUOM (FM) Michigan U. distributing 25th annual report of school's broadcasting service. Thirteen chapters range from chronological history of WUOM service to forecast of future programs.

SLOGAN CONTEST ● ● ●

CBS-TV *What's My Line?* 10:30-11 p.m., Sun., Jules Montenier Inc., Chicago (Stopette deodorant). Firm offering $1,000 in cash or trip to New York and coat-suit ensemble designed by Schiaparelli to winner of contest. Best conclusion to sentence, "I like Stopette spray deodorant better than any other deodorant because . . ." wins weekly award.

SPONSOR HELP ● ● ●

WABF (FM) New York sends letter to trade explaining it has sponsor whose product is superior and who is close to station on cultural plane. Sponsor is Seven Arts Book Society. Enclosed with letter are folders from club explaining membership terms and illustrating selections.

LECTURE SERIES ● ● ●

WIBW Topeka, Kan., *The World in Crisis*, Wed., 9 p.m., Lectures are tape-recorded editions of series explaining events leading to present international crisis, given at U. of Kansas. All lectures are given by authorities on their topics, and include faculty members as well as guests.

ADVERTISED SPOTS ● ● ●

WTMJ-TV Milwaukee. Fellenz Coal and Dock Co., same city, sponsors spots on station featuring three puppets. Spots are promoted in quarter-page newspaper ads, showing puppets and urging readers to see them on TV.

PUBLIC SERIES ● ● ●

WCAU-TV Philadelphia cooperated with RCA Victor to present World Series on 7x9 foot screen. Tent was erected with two screens inside and additional loudspeakers hooked up outside for benefit of those who had to stand in line for admission to tent. Station claims 10,000 citizens saw or heard series through this promotion.

★ ★ ★ ★ ★ ★ ★

PERSONAL REQUESTS

WAVZ New Haven, Conn., *Yours By Request*. Disc Jockey John Mariani utilizes new twist on afternoon music show. Traveling by jeep, Mr. Mariani wanders from school to school, talking to students during recesses, and tape recording their requests for music. Show is made up of numbers asked for, and by careful editing of tape, continuity consists exclusively of voices of students.

★ ★ ★ ★ ★ ★ ★

DARKROOM TV

WSYR-TV Syracuse, N. Y., gave added touch of realism on *Watch the Birdie* program when Bill Crampton, star of show, printed picture during telecast. Studio lights switched out while printing was demonstrated under "safe" lights. Lights were bright enough to make whole process clear on TV screens. Future use of situation for making enlargement planned.

BOOKLET WELCOMES ● ●

YOUNG & RUBICAM stocks its reception rooms with four-color brochure entitled ". . . in a few moments," for perusal by persons waiting to see someone. Brochure welcomes visitor, whether client, job-hunter or friend of employe, and explains agency's attempts to make visit comfortable.

STRIKE COVERAGE ● ● ●

WWSW and KQV Pittsburgh augmented news operations during recent strike of mail-room employes of local newspapers. WWSW increased its news staff with hiring of six additional writers and reporters, and newscasts were doubled over station. KQV expanded its staff with reporters from struck papers and added eight newscasts.

KRIC BROCHURE ● ● ●

KRIC Beaumont, Tex., issues to trade new brochure and coverage map. Included are market data for primary and secondary coverage areas and county statistics. Text inside brochure comments on local industries.

ANNIVERSARY CELEBRATION

KFVD Los Angeles aired celebration which took place among 500,000 L. A. residents of Mexican descent on occasion of 140th anniversary of Mexico's independence. Gov. Warren was interviewed by Eddie Rodriguez, KFVD public affairs announcer, and program was transcribed for re-broadcast over various Californian and Mexican stations.

DOODLER'S DELIGHT ● ●

WHIO-TV Dayton distributing unique promotion in its coverage area. One-thousand "Doodle Pencils," which write in four different colors, have been given local citizens. Compliments of station are printed on each pencil.

SCHOOL SHOW ● ● ●

KHJ Hollywood, *Know Your Schools*, Sat. 7-7:30 p.m. Public service program produced by L. A. City College Workshop aiming to explain workings of L. A. educational system. Features panel discussions by various faculty members of local schools on educational policies and problems. School orchestras and choral groups also featured. Program presented under cooperation of station and Pacific Mutual Life Insurance Co., L. A. Adele Ulman of College Workshop directs.

BIRTHDAY BROCHURE ● ●

OLMSTED & FOLEY, Minneapolis, distributes booklet to trade on occasion of firm's 25th anniversary. Well-illustrated eight pages tell story of agency's services and personnel. List of long-term clients and agency services are carried on back.

KVER KIT ● ● ●

KVER Albuquerque, N. M., distributing promotion kit to timebuyers. Kit shows chart of recent Hooper survey. Promotion also includes folder containing letter opener in form of girl. Folder states, ". . . As she opens your mail, let her serve to remind you of us. . . . She's a swell girl."

Elect Hawkins

FRANKLYN R. HAWKINS, advertising manager of Libbey-Owens-Ford Glass Co., Toledo, was elected governor of fifth district, Advertising Federation of America, at the AFA district's annual conference at Columbus, Ohio, Oct. 7. Elected lieutenant governors were William T. Owens, director of public relations, The Girdler Corp., Louisville, and Mrs. Frank D. Walker, president, Walker Research Service, Indianapolis. Dorothy Coon, of La Salle & Koch Co., Toledo, was elected secretary.

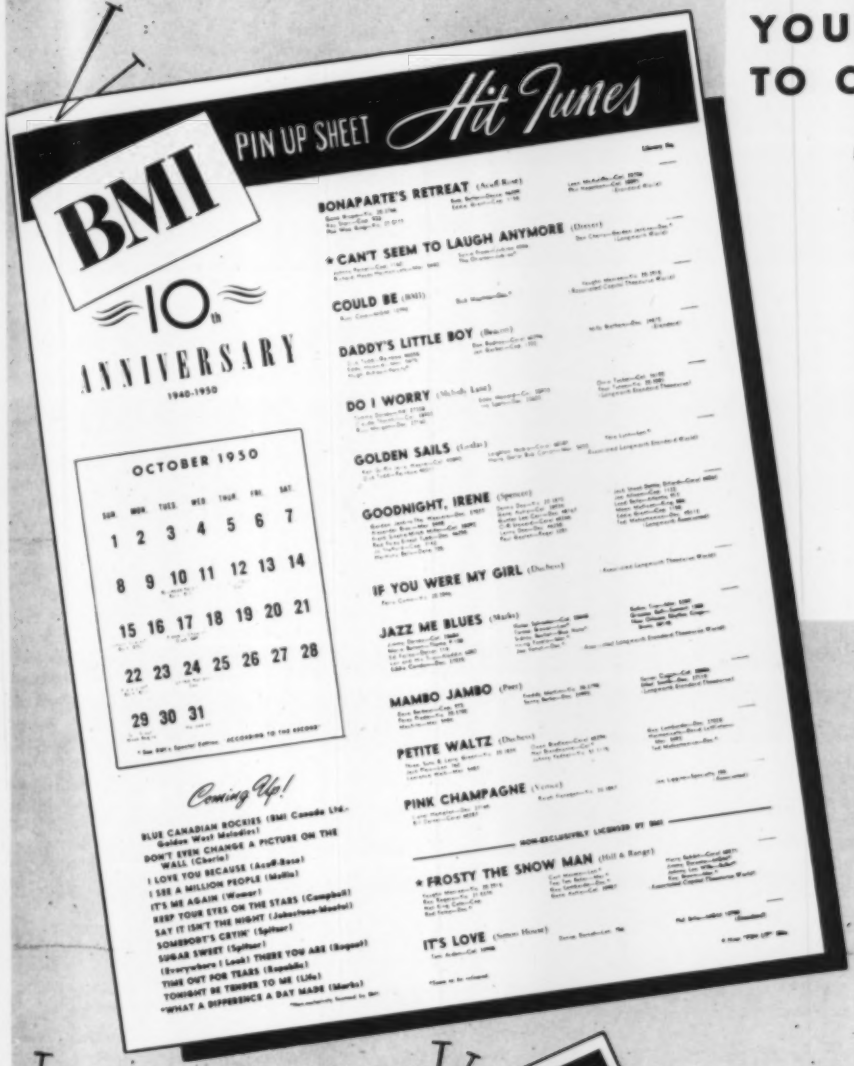
BMI "Pin Up Sheet"

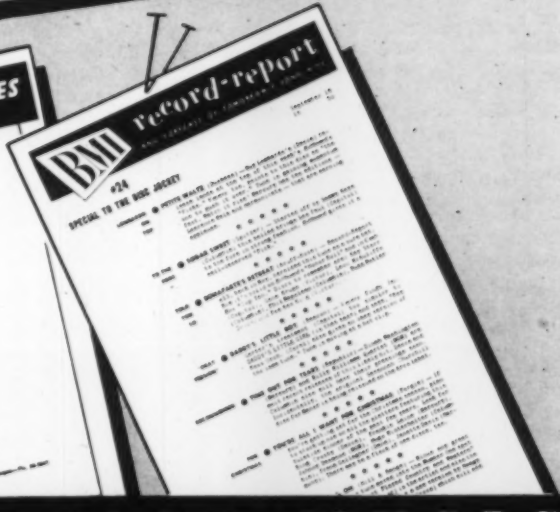
YOUR EVERYDAY GUIDE TO CURRENT SONG HITS

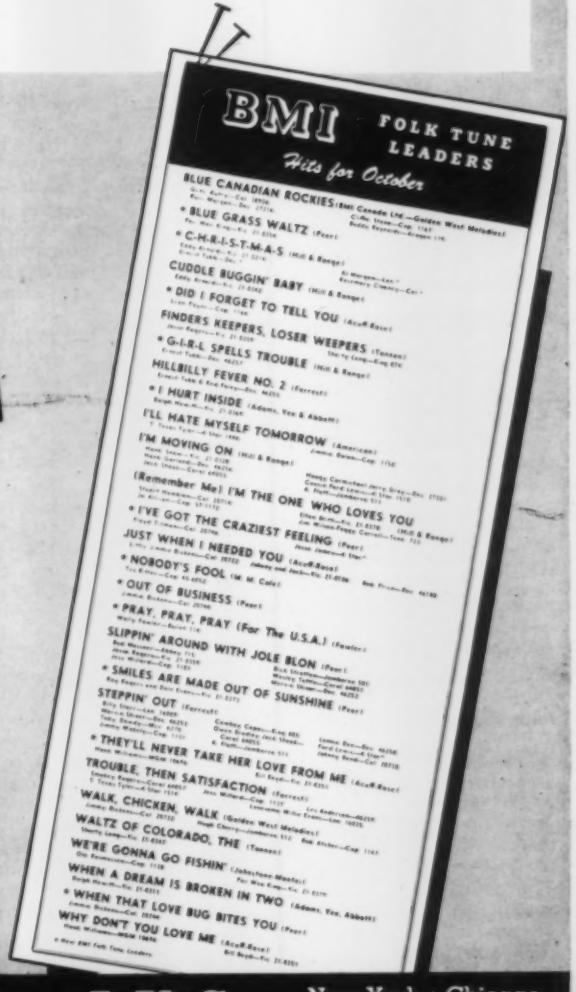
THE Deejay faces a daily challenge of providing the best in recorded musical entertainment.

To help meet that challenge BMI issues its monthly " Pin Up" sheet of BMI-licensed songs which can honestly be classed as *Hit Tunes*.

Most broadcasting stations keep the BMI "Pin Up" sheets prominently posted as a convenient reference. *If you'd like your own personal copy write to BMI — Promotion Department.*






BMI
FOLK TUNE LEADERS
Hits for October
BLUE CANADIAN ROCKIES
* BLUE GRASS WALTZ
* C-H-R-I-S-T-M-A-S
CUDDLE BUGGIN' BABY
* DID I FORGET TO TELL YOU
FINDERS KEEPERS, LOSER WEEPERS
* G-I-R-L SPELLS TROUBLE
HILLBILLY FEVER NO. 2
* I HURT INSIDE
I'LL HATE MYSELF TOMORROW
I'M MOVING ON
(Remember Me) I'M THE ONE WHO LOVES YOU
* I'VE GOT THE CRAZIEST FEELING
JUST WHEN I NEEDED YOU
* NOBODY'S FOOL
* OUT OF BUSINESS
* PRAY, PRAY, PRAY (For The U.S.A.)
SLIPPIN' AROUND WITH JOLE BLON
* SMILES ARE MADE OUT OF SUNSHINE
STEPPIN' OUT
* THEY'LL NEVER TAKE HER LOVE FROM ME
TROUBLE, THEN SATISFACTION
WALK, CHICKEN, WALK
WALTZ OF COLORADO, THE
WE'RE GONNA GO FISHIN'
WHEN A DREAM IS BROKEN IN TWO
* WHEN THAT LOVE BUG BITES YOU
WHY DON'T YOU LOVE ME

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago
Hollywood • Toronto
Montreal

editorial

Neck in a Noose

EVERY SO OFTEN, the usually reliable spokesman for the newspaper industry — *Editor & Publisher*—rears back to the dark ages and lets fly at radio. We recall the days when it espoused government ownership but that crusade evaporated as more and more newspapers, convinced that they couldn't lick radio, joined it.

Last week, *E&P's* editors had hot flashes back to those turbulent '30s. "Radio and television," it says in plain black and white, ". . . are purely entertainment media and not sales media. Furthermore, their messages are fleeting—they have no permanency—as in newspapers."

Tut, tut, *E&P*. You should know better. Or haven't you seen any surveys lately, notably those about afternoon newspaper readership in TV markets? Or those on radio tune-in? Or the figures on radio and TV receiver sales?

There's more to this vitriolic diatribe. *E&P* takes to task those national advertisers "making lavish expenditures" in a new medium like TV, and suggests they look around them to see what goes on. When TV broadcasters want to increase audience, asks *E&P*, "do they buy time on the radio or space in magazines?" Talking to itself, the journal says they do not—they use the local newspaper.

Oops! Wrong again. Sure they use newspaper space, when they can afford it, but they also use station breaks. Moreover, some of the networks and stations use national magazines —again when they can afford them.

Then this hay-maker: "Do the manufacturers of television and radio sets have any faith in the *gadgets* (italics ours) they produce. They do not! They use newspapers predominantly to sell sets."

Now there we have the spokesman of the newspapers not only biting the hand that helps feed it, but practcially nipping it off at the elbow.

Is a $300 TV set a "gadget"? Or a $50 radio receiver?

That word "predominantly" almost saved them. We'll skip the multi-millions spent by the radio-TV manufacturers on radio and TV. And we'll agree with *E&P* that these manufacturers, who live by virtue of what the radio and TV broadcasters put on the air, should be spending more of their money on radio and TV. That's the drum we've been beating for years.

Why they do not probably can be ascribed to inertia and the fact that most of the advertising men in the manufacturing field came from the printed media. It's easier to whip out a layout and a plate than to produce a program for a fastidious audience. There are no ratings to contend with. But then the radio results are five times as good at considerably less cost (aside to *E&P:* See ARBI Survey, Tulsa, BROADCASTING, Sept. 25, page 62).

E&P goes into a tizzy about magazines, too. It avers they use newspapers rather than radio to sell subscriptions. We wonder what all the magazine campaigns now on the air are selling? Last year publishing houses spent $3 million in national radio time alone.

Perhaps we should ignore these hallucinations. We feel, however, we would be remiss if we didn't recall that radio displaced the printed media as the primary source of news during World War II.

Anybody seen yesterday's newspaper? Or would you rather *listen* to tomorrow's news today?

FCC's TV Blue Book?

THE SPECTACULAR emergence of TV, unmolested by undue government interference, may have reached the end of the regulatory road. The hard rocks stage is here. While the FCC's decision adopting CBS standards for color has hit the headlines, the potentially sinister development reposes in the innocent-appearing rule-making proposal for equalization of competition among the four networks in TV.

As for the color ruling, only time will tell—and possibly the outcome of indicated litigation. The FCC had no alternative in jettisoning bracket standards now. And the war situation is such that manufacturers, even if they were so minded, might not be able to convert to color because of shortages. So the color monkey is on the FCC's back.

Manufacturers probably will be disposed to see what the telecasters do—and what the FCC may conjure up to "encourage" color. Would it go so far as to give preference, on original proceedings or renewals, to those who commit on color?

It is the network pitch that embodies the portents of a TV "Blue Book." Time was when a man invested his capital and his skill at his own risk. If he won, he was applauded as an example of what can happen in this, the land of opportunity. Ford, Rockefeller the elder, Carnegie and Sarnoff are examples.

Has that opportunity been erased by the hands of time? The rules are aimed primarily at NBC, first and strongest in the field, and secondarily at CBS. The rules would be "temporary" until such time as there are sufficient TV stations in major markets to accommodate all four of the existing TV networks. But what if there are five or six, or a dozen TV networks?

RCA, parent of NBC, did much to pioneer TV in all of its phases. It invested many millions before it derived a single net dollar. NBC went deeply into the red on TV before it turned the corner. It has far from written off its investment.

NBC achieved its position in TV by virtue of having been "fustest with the mostest." It acquired five owned-and-operated stations of its own, as did ABC. DuMont, likewise, went in early, but found itself inadvertently embroiled in FCC litigation because of Paramount's ownership of a minority of its stock. CBS, originally casting its lot on color, did not seek the five TV station maximum, and wound up with only one full ownership, to date.

Yet CBS ranks No. 2 in TV affiliates' time through astute programming and selling. It wrested first place in AM programming by buying and building top shows. It was a competitive fight. It risked its capital and it won.

The FCC bases its proposed "temporary" action on the freeze of TV allocations, invoked two years ago. It was to have been a "temporary" freeze, too—of six months duration.

The FCC, as almost always, cloaks its action as one that would benefit the public. Actually, however, it would penalize the public, since stations, in one-, two- and three-station markets would be unable to program in the manner they deem best.

TV stations derive vastly more income from local and national spot TV schedules than from the networks, which pay roughly 25% to 30% of rate card. They have elected to select from the various network offerings in their efforts to give their audiences the pick of the programs available.

The FCC in our view, ventures upon forbidden ground. In the end result, it must interfere with the right of stations to program as they see fit. The FCC has not thought this matter through. If it has, then there's mischief lurking somewhere.

our respects to:

EDWARD PETRY

SPOT broadcasting, not too many years ago a hit-or-miss business with few standards and little stature in the advertising world, is now among the biggest and most respected elements of radio and television. The man who more than any other led spot to its present levels of respectability and sound economics is Edward Petry, founder and president of the exclusive station representative firm that bears his name.

At the time that Mr. Petry organized Edward Petry & Co. Inc., March 15, 1932, most national and regional spot radio time was sold through time brokers in circumstances that were almost anarchial. In the absence of a system of exclusive representation, many stations were obliged to sell their time through brokers who might also represent their competitors. Time sales were subject to haggling and price cutting, and as a result rates varied

(Continued on page 56)

Static and Snow

By AWFREY QUINCY

WORLD Series announcer's trivia: "All that's left for tomorrow's game is standing room seats."

* * *

Pre-game color: "They both exulted and were glad." What a letdown!

* * *

It is to laugh: An agency big shot now complains about the mess in audience research and lists 14 firms, all busily engaged in researching. Brother, that's just us chickens coming home to roost!

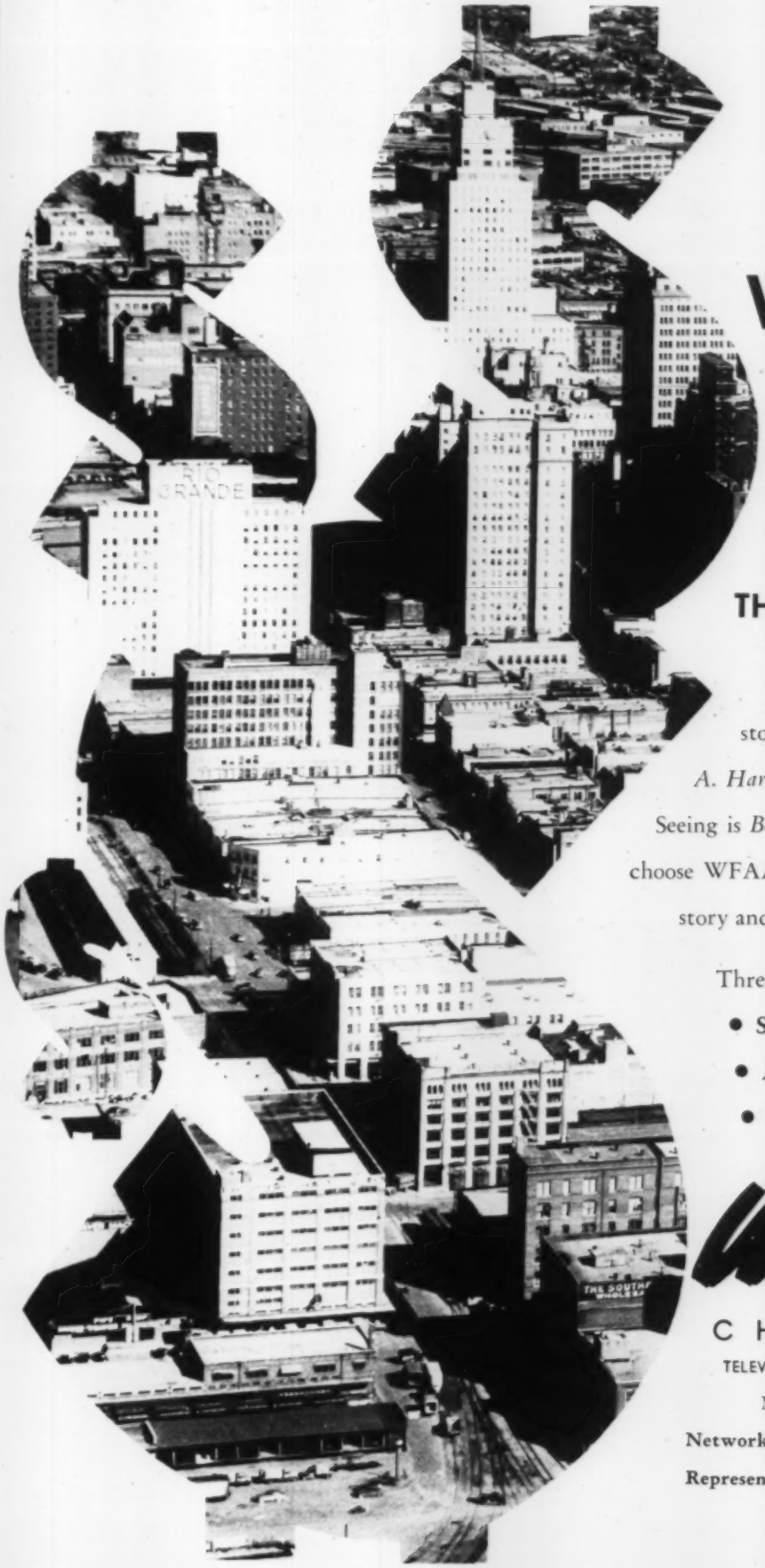
* * *

Several friends have told us and we think that everyone should know that a disc jockey is one who lives on spins and needles.

* * *

Two denizens of the Pacific Coast who are among our favorite people are Lew Weiss and Sid Strotz. Both recently resigned after some 20 years service, respectively, with Don Lee and NBC. We suspect that there may be some connection and that these two will suddenly pop up as a new television comedy team. If they do, we'll bet there's an awful hassle to determine who plays it straight and who gets the laugh lines. Either could handle either.

XUM



WANT THOSE DALLAS DOLLARS?

THEN BUY KNOWMANSHIP!

Follow the lead of the *Big Three* retail stores in Dallas—*Sanger Brothers, A. Harris,* and *Titche-Goettinger!*

Seeing is *Believing* and *Selling* is simple, when you choose WFAA-TV to tell your sales story and demonstrate your product!

Three examples of WFAA **Knowmanship**—

- **Sanger Brothers,** "Webster Webfoot"
- **A. Harris,** "Harris' RIverside 3755"
- **Titche-Goettinger,** "Afternoon at Titche's"

WFAA-TV

CHANNEL EIGHT

TELEVISION SERVICE OF **THE DALLAS MORNING NEWS**

MARTIN B. CAMPBELL, *General Manager*

Network Affiliations—NBC, ABC, DuMont, Paramount

Represented Nationally by Edward Petry & Co., Inc.

On All Accounts

(Continued from page 10)

the public off its feet. He believes in using plain homespun common sense advertising. He says the talent may be the best in the world, but if the commercial copy isn't just right the sponsor's money is wasted—it's the commercial that counts.

Dan's college career was disrupted by his early enlistment in World War I, but he managed to continue his education by taking special and extension courses in law and teaching.

On the romantic side, Dan was married on Valentine's Day in 1926. Dan and Frances Rivkin have two children, Barbara, 19, and Dan Jr., 12. Although press of other business has made it necessary for Dan to neglect his club and fraternity affiliations, he finds time to indulge his hobbies of salt water fishing and gardening, and another hobby or perhaps diversion—he likes to listen to crime stories on the radio.

Eells Petition

BRUCE EELLS & Assoc., Los Angeles programming and production firm, filed a petition of bankruptcy Sept. 20 in U. S. District Court, Los Angeles. Approving the petition, the court set Nov. 10 for hearing of objections to the continuance of the firm in possession.

WISCONSIN MEET

League Changes Name

LEAGUE of Wisconsin Radio Stations changed its name to Wisconsin Broadcasters Assn. at its Oct. 3 meeting in Milwaukee.

The office of secretary-treasurer, held during the past year by Kenneth F. Schmitt, WIBA Madison, was split up, with Mr. Schmitt elected secretary and Mrs. Jeanne Neal, WTCH Shawano, treasurer. Other officers and directors were re-elected as follows:

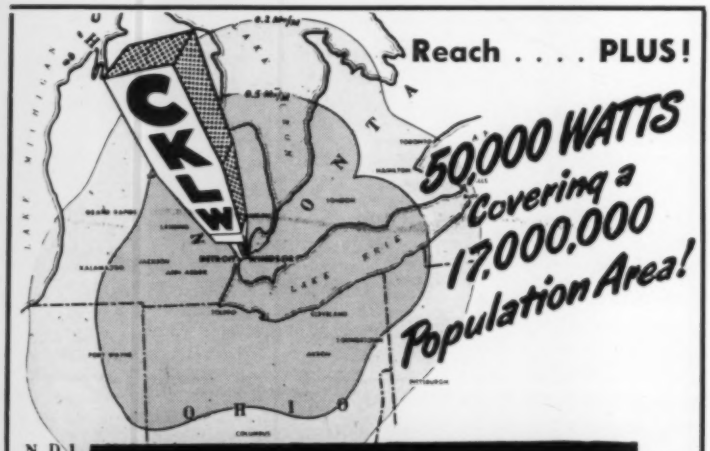
Ben A. Laird, WDUZ Green Bay, president; Joseph D. Mackin, WMAM Marinette, vice president; directors, Howard Dahl, WKBH La Crosse; George T. Frechette, WFHR Wisconsin Rapids, and Bruce Wallace, WTMJ Milwaukee. Officers of the association also serve on the board.

ABC SPOT SALES

To Split AM, TV Units

THE ABC Spot Sales Department, after Dec. 31, will be divided into two independently-operated organizations, one for television and one for radio, it was announced last week.

The change was prompted by "the tremendous increase in spot and local business in both radio and television," Murray Grabhorn, ABC vice president in charge of owned and operated stations, said.



The **DETROIT** Area's Greater Buy!
—at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your Fall schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.
•
J. E. Campeau
President
•
Guardian Building
Detroit 26

CKLW

allied arts

TYRELL G. ROGERS, manager of sales control division and assistant to manager receiver sales division DuMont Labs, named executive assistant to **LEONARD F. CRAMER,** executive vice president and director Allen B. DuMont Labs Inc., N. Y.

FRED BREWER, Indiana U., department of radio, to Radio Workshop, Ithaca (N. Y.) College as instructor and writer-director.

AFFILIATED ARTISTS REPRESENTATIVE, 18 East 47th St., N. Y., organized by **LEE WALLACE. ROBERT MAYBERRY** and **IRENE ETKIN,** all recently resigned from A.&S. Lyons, N. Y. Firm will represent radio, TV, motion picture and stage artists.

W. B. GRAHAM & Assoc., N. Y., appointed by WOV New York for merchandising, promotion and general counsel with regard to Negro market.

AGENTS TELEVISION Corp. incorporated in Calif. for servicing of independent radio TV agents. Firm, which represents talent of agencies affiliated with it, has offices in Hollywood, N. Y., Chicago. Principals are **IRVING SALKOW,** president; **BUSTER COLLIER,** vice president in charge of Hollywood office; **HARRY SOKOLOV,** secretary-treasurer. **MANNY WOLFE** is head of story department; **WILLIAM B. JAFFE,** legal counsel, headquarters in N. Y.

CAPITOL RECORDS, Inc., Hollywood, starts new music transcription service. Capitol Custom Library. Service calls for single rate for all stations, choice by stations of basic library to which new transcriptions can be added. Subscribers must sign for year, at $75 per month; $50 per month after year.

Equipment . . .

A. L. McCLAY, manager, RCA Victor's Canonsburg, Pa. plant, to general plant manager RCA Victor record department. **FRANK R. BUCHANAN Jr.,** plant accountant, Canonsburg, succeeds Mr. McClay.

MORTON BINDER, service manager and vice president, Television Engineers Inc. of Chicago, elected president replacing **IRVING KALUZNA,** resigned.

CARL E. SCHOLZ, vice president and chief engineer in charge of engineering and plant department Mackay Radio & Telegraph Co., named vice president and chief engineer of All America Cables & Radio Inc., and Commercial Cable Co., N. Y., parent company.

Mr. Lewis

RONELLO B. LEWIS, budget director RCA, elected controller succeeding **HENRY A. SULLIVAN,** retired because of ill health.

SAM PRESENT, merchandise and sales manager, J. N. Caezan Co., L. A. (Crosley, Apex products distributor), to Natalie Kalmus Television, L. A., as national sales manager.

RICHARD K. WINSLOW, science writer New York *Herald Tribune,* to RCA department of information, N.Y. Will cover RCA Labs scientific activities.

J. GERALD MAYER, Mayer, Rigby & Seeley, Washington law firm, appointed general counsel for National Electronic Distributors Assn., Chicago, heading Washington office at 1010 Vermont Ave.

GENERAL ELECTRIC Co.'s tube divisions produce aluminized 19-inch round TV metal picture tube which reportedly will improve picture brightness, contrast and detail.

EXCLUSIVE SALES Corp. signed by Natalie Kalmus Television for exclusive national distribution and sale of Kalmus TV sets.

Technical . . .

KENNETH OWENS, McIntosh & Inglis, consulting engineers, to CBS San Francisco as special assistant to **ALAN CORMACK,** KCBS chief engineer.

BOB RICE and **JOHN LECHNER,** graduates Central Radio and Television School, Kansas City, to WLDY Ladysmith, Wis., as engineer-announcers.

GENERAL ELECTRIC Co. announces beam-power amplifier tube, designed for use in audio output stage of TV and radio receivers.

Disaster Plans

DISASTER communications plans for the American Red Cross were to be demonstrated in a nation-wide test Saturday and Sunday (Oct. 14 and 15) by networks of amateur radio stations. Joint sponsors of the annual simulated-emergency exercise are the Red Cross and the American Radio Relay League, national association of amateur radiomen.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NO MATTER HOW YOU BUY TIME . . .

Whether you swear by Hooper . . . or compare rates and coverage . . . WDRC is the buy in Connecticut's Major Market! Get the facts! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

Whatever
They Need—
As Much
As They Need—

YOU MAKE IT—
WE'LL MOVE IT—
AGAIN!

Ocean to Ocean—Door to Door—America's 8 million trucks are geared to deliver...their needs and your needs... faster, more directly—and on time!

Day after day, *night after night*, the world's most flexible conveyor system rolls across the face of America.

Over mountain and desert—over tar, concrete, asphalt and cinder road—sometimes over no road at all—trucks are on the job! Going where no other transport can move. Carrying just about everything America makes, needs and uses. And doing it faster, better, cheaper!

For trucks are never sidetracked. They travel *direct* to their destination—deliver their goods *at the door* . . . linking farms and cities together . . . *flowing* material to and from factories in a steady stream—*keeping pace with production.*

Today, this vast and speedy transportation system—expanded and greater than ever—is once more geared to the nation's emergency. As they were during the peak war years, trucks, again, are doing a double job—rushing raw materials to hungry assembly lines, hurrying supplies and finished products from plant to ship-side, *continuing* to carry everything we eat, wear and buy, from factory to store . . . *ready and able* to haul whatever is needed to *wherever* it's going in *any* quantity, swiftly, efficiently—on time!

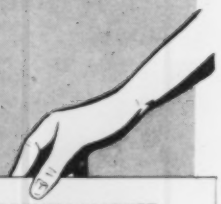
Remember—trucks are one of our *primary* lines of defense. Anything that slows them, slows us all.

This message may be reprinted in whole or in part without permission, upon notifying American Trucking Associations, Washington, D. C.

THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

in North Carolina
WSJS
Delivers



A 15-COUNTY MARKET
With Over
$440,000,000* RETAIL SALES
* Sales Management 1950
Survey of Buying Power

More Value
For Your
Advertising
Dollar

WSJS
The Journal Sentinel Station
WINSTON-SALEM
AM-FM
NBC Affiliate
Represented by
HEADLEY-REED CO

ETHICS ISSUE

Radio-TV Face 'Peculiar' Problems—Brockway

RAIDO AND TELEVISION, distinguished from other advertising media because of their personal approach, have "peculiar" problems regarding good taste and ethics in shows and commercials, Louis N. Brockway, executive vice president of Young & Rubicam, New York, said in Chicago at the Central Council meeting of the American Assn. of Advertising Agencies Oct. 5 [BROADCASTING, Oct. 9].

Mr. Brockway spoke on "ethics" for advertising agencies, reminding AAAA members of their own Standards of Practice which incorporates a section on professional practice, stressing false and misleading copy and statements or suggestions "offensive to the public decency."

"Offensive" statements and suggestions open up a large—and with the development of television — a constantly increasing Pandora's box of problems for us," Mr. Brockway said. He cited radio dialogue commercial, approved by an AAAA agency but rejected by the network.

Mr. Brockway mentioned the following organizations which study and report on advertising practices: Federal Trade Commission, a government agency concerned only with false, fraudulent and misleading advertising claims; the Committee on Consumer Relations in Advertising, which attempts to discover public attitudes toward advertising "without regard to the category in which criticism may fall"; the Better Business Bureau; the AAAA committee "for self-regulation of objectionable advertising"; and groups in media, among which is the Copy Advisory Committee among magazine publishers.

Cites FTC Figures

From 1937 to 1939, the Federal Trade Commission examined some 500,000 newspaper and magazine advertisements and more than 1½ million radio commercials, he said. In those three years, 5% of the radio commercials and 15% of the black-and-white ads were "held out" for further study. In the past three years, Mr. Brockway said, the "hold out" percentages have dropped for radio and the printed media to 2% and 4%, respectively.

"These figures look encouraging, but I am enough of a skeptic to wonder if the competitive business situation in 1937, '38 and '39 compared to the far less competitive period of 10 years later might not have had something to do with the better showing in the later period."

Referring to July 1950 figures, when competition was stronger, Mr. Brockway showed that the radio figure was up from 2% to 2.4%, newspaper and magazine from 4% to almost 7½%.

Although taste is not taken into consideration by the FTC, it is by the Committee on Consumer Relations in Advertising, Mr. Brockway said. A summary of its periodic surveys during the past decade shows that radio gets more criticism than any other advertising medium, he added.

Major complaint against all advertising is that it could be more informative and is specious, offensive, pseudo-scientific and extravagant in claims, he noted. The committee is compiling results now, and preliminary analysis of returned questionnaires shows that only 61% of the respondents think advertising is in good taste. Four percent have no opinion and 35%, more than a third, believe "advertising is in bad taste because of extravagant, pseudo-scientific or outright false claims."

Pointing out that returns are not complete, Mr. Brockway said if early returns are indicative of the total "there would seem to be considerable cause for deep concern."

He said the Better Business Bureau, through Operating Manager Kenneth Wilson, reports "an increasing number of complaints against national advertising in the last 12 months. We have received approximately 25% more complaints during the last year than the preceding year. Most of these question the accuracy of copy claims or descriptions. There has also been a definite increase in the number of complaints against the use of disparaging advertising—although such copy is not widely used."

The AAAA self-regulatory committee, which exchanges complaints among members, found that objections from AAAA members to the advertising they see have gone from 26% to 33% because of "misleading copy" and from 8% to 11% for "other reasons." Their own objections against advertising were less in the realms of "disgusting impression, sexiness, irreligious copy and scare copy."

Radio has problems "not only with the advertising content but with the editorial matter, most of which is passed on and approved by the agents before it goes on the air," Mr. Brockway said.

TV Problem

Television "raises a problem we have never had to face before in advertising," he explained. "It is the matter of good taste related not just to pictures or words but to picture and words and action. The question of expression, movement and dress all enter into the equation."

Referring to a subject "of great importance which does not come under the subject of ethics as defined in our AAAA code," Mr. Brockway introduced the problem of conduct and actions.

He referred to "individuals who have been branded as Communists or Communist sympathizers appearing on radio or TV shows and thereby arousing the antagonism

(Continued on page 57)

WOC
FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

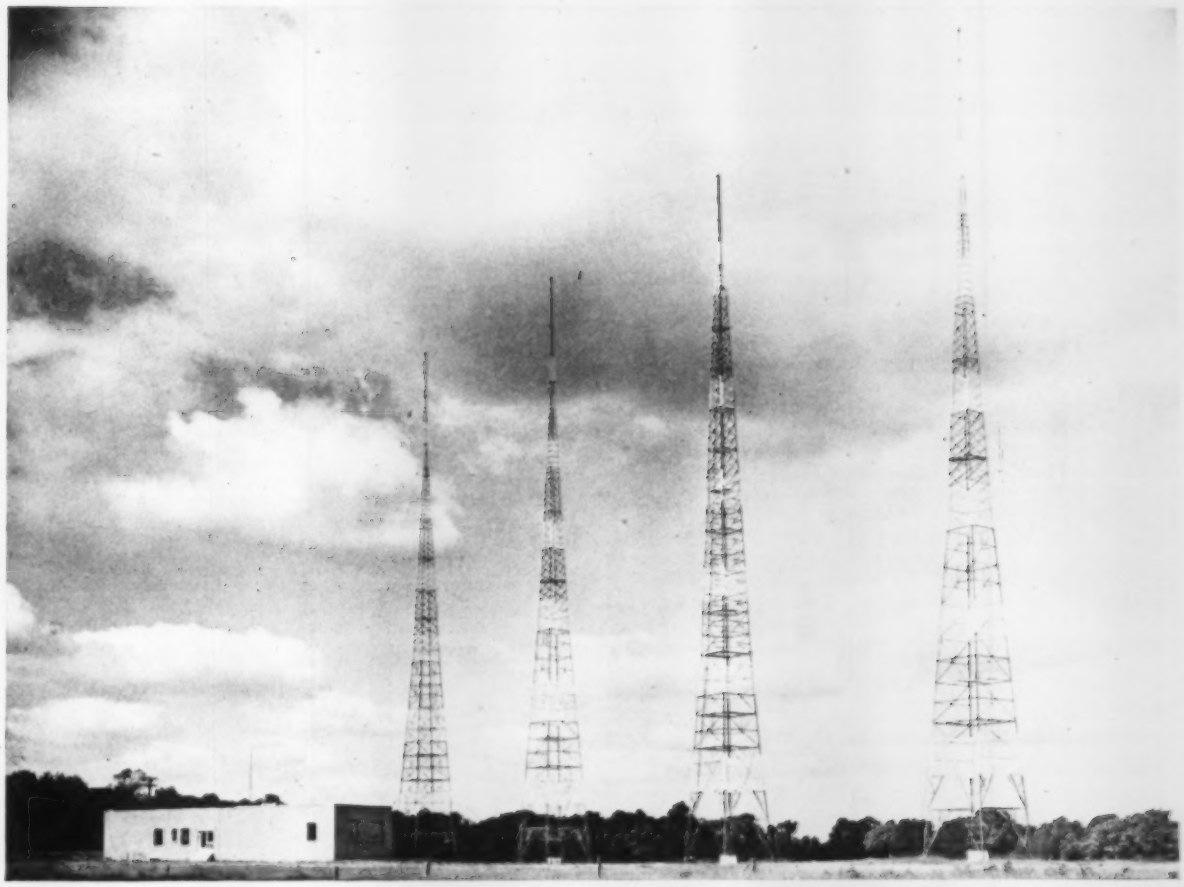
WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 18,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives



WERE WAS "THERE"

—when they specified Blaw-Knox Towers for their powerful new AM, FM, TV station!

WERE's technicians couldn't actually *see* Blaw-Knox engineering or point to Blaw-Knox long experience in tower-building, or show off the inherent strength and efficiency of these towers—*but they knew they were all there!* Hence their choice.

... A quotation will prove that there's no premium on Blaw-Knox quality.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.

Distributed by Graybar
OFFICES IN 100 PRINCIPAL CITIES

BLAW-KNOX ANTENNA TOWERS

Respects

(Continued from page 50)

with the whim or pressure of the moment.

What was needed was the stabilizing influence of a system of exclusive representation of stations in national and regional sales. The system, started by Mr. Petry, made it possible for spot broadcasting to grow up.

Spot today accounts for more than a third of the total advertising volume of television and more than a fourth of all radio business. In radio, spot volume has been increasing while network volume has been falling off. A substantial part of the spot billings in both radio and television passes through the eight offices of the Petry company, the biggest in the exclusive station representative field.

Mr. Petry started business with 13 stations on his list, 11 of which are still clients. Those, plus others that have been added in the past 18 years, constitute what is often called the "Tiffany list" among station representatives.

The man who today presides over the "Tiffany list" started life in less glittering circumstances. He was born in Brooklyn, N. Y., July 10, 1896, and grew up in a modest section of that borough. The ambition of his childhood was to be a professional baseball player, and he quit school after completing the eighth grade to seek a career in the big leagues.

Big League Tryouts

At the age of 15 he tried out with all three New York teams, the Yankees, Giants, and Brooklyn, but was rejected because of his youth. In those days Ed Petry was a catcher. He did not turn to pitching until later years.

Between baseball seasons he worked at numerous jobs. He sold newspapers, labored in a Brooklyn brass mill and engaged in a series of other occupations until he joined the Navy at the outbreak of World War I.

Mr. Petry joined the Navy, but he saw very little of the world. For 18 months he was assigned to a naval station at Pelham Bay, N. Y., an outpost almost within cannon range of Brooklyn. He entered service as an apprentice seaman and emerged with the same rank, having spent the 18-month interval largely occupied with shoveling coal and standing inspection.

The Pelham Bay naval installation kept on hand for obscure purposes a large pile of coal which spent the war in transit between two sites. As soon as it had been shoveled into one location, it was shoveled back to its original place. The coal-moving was periodically interrupted by inspection which had to be stood in whites. Mr. Petry was relieved when the war was over.

After the war Mr. Petry held several jobs and, in 1925, entered the field he was to make his career. He joined WGL New York, as general manager. He soon achieved the first of many "firsts" he was to be responsible for in his long service in broadcasting. A few months after joining WGL he launched what he believes to be the first participation show, the *Alfred McCann Hour*, a program that still is on the air, though now on WOR New York.

Within a year Mr. Petry had made such a record in radio sales that he was hired by NBC. In 1926 he and Frank Mullen, who later became NBC executive vice president, opened NBC's Chicago office. After three months in Chicago Mr. Petry returned to New York headquarters.

1927 Participation Show

In 1927 he scored his second "first" when he started the first network participation show, the Dr. Royal S. Copeland food hour. That same year Mr. Petry left NBC to become Dr. Copeland's personal representative.

A year later he joined Addison Vars Inc., a New York advertising agency, as account executive. In 1929 he went to the Biow agency as account executive on the Bulova watch account.

When Mr. Petry joined the Biow Co., Bulova was using 10 stations for its time signal commercials. When he left three years later to organize his own company, 190 stations were carrying the Bulova account.

The need for a system of exclusive station representation became apparent to Mr. Petry during his service on the Bulova account. Because of the disorganized conditions of radio, he had found it necessary personally to visit stations in order to set up efficient schedules for time signals. In his wide travels among stations he found almost hopeless chaos, and he resolved to form a company that would represent stations exclusively and, with the cooperation of stations, maintain a strict adherence to rates and standards, and bring stability to the business of spot broadcasting.

Mr. Petry went into business with 13 stations: WSB Atlanta, WFAA Dallas, KPRC Houston, WDAF Kansas City, WHAS Louisville, WTMJ Milwaukee, WSM Nashville, WSMB New Orleans, WTAR Norfolk, KVOO Tulsa, KFH Wichita, WFBM Indianapolis and KSD St. Louis. He still retains all but the last two. In the first year he added 12 to make a total of 25.

Mr. Petry had seven people on his staff when he started, and his company occupied a small suite in a midtown New York office building. Today his staff numbers 99, and he has offices in New York, Chicago, San Francisco, Los Angeles, Detroit, Dallas, Atlanta, and St. Louis. The Petry New York offices now occupy an entire floor of the new building at 488 Madison Ave.

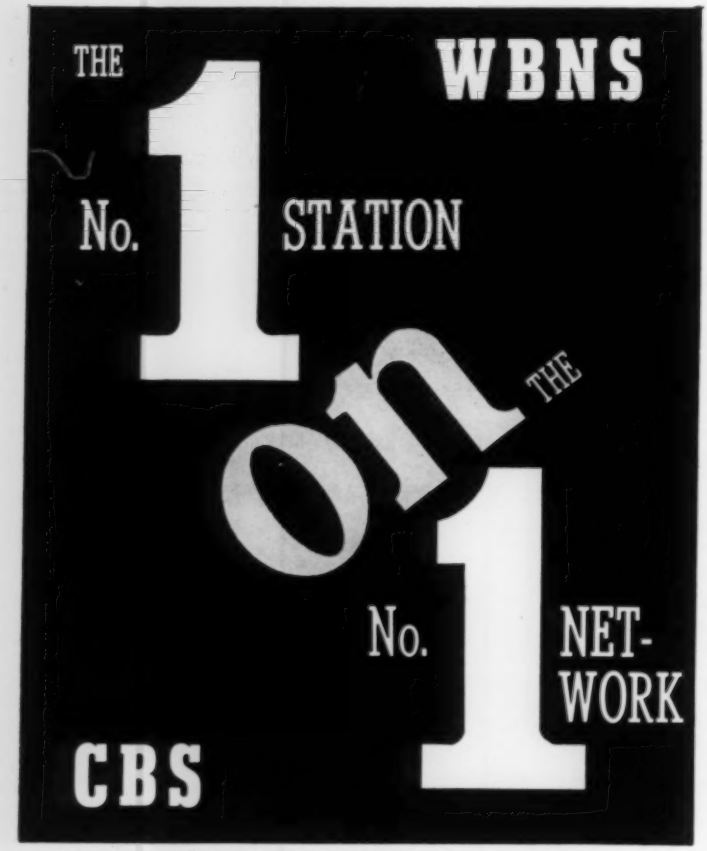
Of the 99 members of the Petry staff, 30 are in the company's television department, a unit organized a year ago when Mr. Petry split his organization into two distinct divisions, one for radio and the other for TV. Each department has its own promotion, research and sales service facilities and its own sales managers and sales staffs.

Petry Leadership

The Petry company can claim leadership in many activities. It was the first station representative firm to become an associate member of NAB, the first to advertise in national consumer magazines, the first to publish complete market data books for its stations, the first to sponsor its own surveys (it has underwritten two studies of the impact of spot commercials in St. Louis), and, it was the first to standardize and maintain station rates.

Mr. Petry has been married to the former Elizabeth Kehoe, of New York, for 27 years. They have two daughters, Carol, 19, and Barbara, 14. The press of business leaves Mr. Petry little time for hobbies. He plays golf and tennis occasionally at the Spring Lake, N. J., country club. A vestigial trace of his boyhood enthusiasm for baseball remains. He is an ardent Yankee fan, a phenomenon not easy to reconcile with the fact he grew up in Brooklyn.

The standards and policies on which the Petry company was organized are, to a large extent, those which prevail today, and



WBNS
PLUS WELD-FM

The Hooper May-June Index for CBS stations places WBNS first in share of audience . . . Another proof of this station's outstanding popularity in central Ohio . . . Another convincing demonstration of how advertisers get greater value for their money on WBNS plus WELD-FM.

ASK JOHN BLAIR

POWER WBNS 5000 - WELD 53,000 - CBS COLUMBUS, OHIO

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN

which the Petry Co. is following in its expanding television department. Despite the fact that Mr. Petry has nothing but admiration for the capabilities of television, he thinks that radio will "be here for a long, long time."

Indeed it is his conviction that even with TV at its present stage of development, radio is still undersold.

"I've always believed AM was sold too low," he said recently. "It's still too low, as it is still one of the greatest advertising media of all times."

SAFETY AWARDS

Given to 9 Radio Stars

NINE RADIO and motion picture stars and a singing group were cited last week by the National Safety Council for their contributions to safety. Awards of Merit went to Phil Harris and Alice Faye for the second time in recognition of their transcribed shows on the council's *Signs of Life* theme, requested by more than 1,100 stations. They are the only stars to have earned the award in two consecutive years.

Other recipients, and their contributions, are Roy Rogers and Dale Evans, for the transcribed series of *Green Cross Safety Jingles* for school children, on 1,100 stations; Burl Ives, transcribed songs on almost 400 stations in agricultural areas for use in connection with National Farm Safety Week; Dinah Shore, Judy Canova, Jack Carson, Red Skelton and The Sportsmen, for "exceptional service to safety" in recording *Safe Winter Driving Jingles* requested by 775 stations in the snow belt.

Victor H. Lund

FUNERAL SERVICES were held Oct. 6 in Chicago for Victor Herbert Lund, 50, assistant timebuyer at Ruthrauff & Ryan for the past year and a half. He died suddenly Oct. 4 in Edgewater Hospital, where he had been ill three weeks. Mr. Lund joined the agency four years ago as a writer. There are no immediate survivors.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

1876 David E. Weglein 1950

DR. DAVID E. WEGLEIN, 74, nationally known educator and public service counselor for WBAL-AM-TV Baltimore, died suddenly at his home last Tuesday.

Dr. Weglein

Dr. Weglein joined the Hearst radio and television station in 1946 following his retirement as superintendent of schools for the City of Baltimore, a position he had held for 21 years.

His death came as he was about to launch the second year of television lessons incorporated into the curricula of Baltimore's public school, an educational service he instituted at WBAL-TV last year. As a public educator it had been his philosophy to keep abreast of new developments and it was characteristic that he recognized the value of television as an educational medium.

A native of Baltimore, Dr. Weglein received his bachelors degree at Johns Hopkins U., his masters degree at Columbia U. and his doctorate at Hopkins, soon after he started teaching.

He was an officer of the National Education Assn. and of numerous other educational associations.

CBS SWITCH

Shomo, Akerman Named

IN ANOTHER executive personnel change, CBS is switching the jobs of E. H. Shomo, general manager of KMOX St. Louis, and John Akerman, assistant general manager of WBBM Chicago, effective today (Monday) [CLOSED CIRCUIT, Oct. 9]. Announcement was made by H. Leslie Atlass, vice president in charge of the CBS Central Division.

Mr. Shomo

Mr. Shomo has worked in advertising since 1925 when he joined the Chicago *Tribune*. From 1930 until 1933 he was at the Chicago *Herald-Examiner*, after which he served as member of the Chicago sales staff of MacFadden Publications until moving to CBS in 1937. In 1940 he was named to local sales and four years later he was appointed sales manager. Last year he went to KMOX as general manager.

Mr. Akerman entered radio in 1938 after several years as a publisher. In 1940 he put KPAS Pasadena on the air as its general manager and part-owner. Four years later he went to WBBM as a local salesman. In 1949 he was transferred to New York as eastern sales representative for the station and in January of this year he returned to Chicago as assistant general manager of WBBM.

Ethics Issue

(Continued from page 54)

of substantial groups of people." (Mr. Brockway's agency, Young & Rubicam, is agency for General Foods, which dismissed Jean Muir from *The Aldrich Family* telecast on grounds that she was a "controversial" figure.)

"For the welfare of the clients we serve, as well as ourselves, we cannot sponsor advertising of any kind that will arouse antagonism and resentment. Such action would be a negation of the whole purpose of advertising, which is designed to win friends and influence people," he declared.

Seeks Solution

Seeking a solution but adding that he does not know it, Mr. Brockway hopes the answer "may result from the movement started recently by the performers themselves, in which the networks, advertisers and agencies participated."

The single important principle which cannot be overlooked, Mr. Brockway said, "is that the standards of practice . . . of the U. S. are based on one great fundamental—freedom of the individual."

"Let us in our business do everything we can during these dangerous times to maintain the security and welfare of our country with the minimum of harm to the freedom of the individuals in it," he urged.

CHEVROLET

Launches Spot Campaign

CHEVROLET Motor Division of General Motors has launched a three minute spot announcement campaign using 284 radio stations throughout the country.

The spots will feature 10 name singers giving their interpretation of the firm's theme song "See the U.S.A. in Your Chevrolet."

A series of 40 three minute spots have been recorded with such stars as Jane Pickens, Celeste Holm, Ginny Simms, Dorothy Shay, Frances Langford, Tony Martin, John Charles Thomas, Dick Powell, Lauritz Melchior and Dick Haymes.

Each station will carry at least five of the three minute spots each week, the total impact of spots will be about 1,500 across the country per week. Campbell-Ewald Co., New York, is the agency.

Business is great, thank you, at...

RADIO WOW

WOW is embarking on one of the heaviest commercial schedules in its 28 years in business — BUT —

WOW is like a great hotel — room can always be found for a good client who has a selling job to be done in WOW-Land.

WOW can always add a cot (with a fine innerspring mattress, too!) in the bridal suite.

Why the great rush of clients to WOW, when other stations are scrapping for business?

Because WOW has 100,000 more listening families every day and every night than its nearest competitor. Because WOW delivers this audience at a lower cost per thousand.

WOW

Insurance Bldg., Omaha
Telephone WEbster 3400
Frank P. Fogarty, Gen'l. Mgr.
Lyle DeMoss, Ass't. Gen'l. Mgr.
or
ANY JOHN BLAIR OFFICE

WOW Congratulates BROADCASTING
On it's 20th Year of Service to Radio